JOHN BULL, AUGUST 25, 1928

Vol. XLIV. No. 1158.

TWOPENCE

JOHN BULL

OVER A MILLION CERTIFIED SALE

IT'S YOURS FOR 200 COUPONS

CLICK! that will be a good one

—then light another Bar One. Ah! That's good, too. It's because of their remarkably pure Virginian quality—no substitutes—that BAR ONE Cigarettes are selling in millions. And then, of course, who could resist the splendid free gifts you get for Bar One coupons? Start now to smoke and enjoy Bar One—they will bring you this daylight loading roll film Ensign Camera FREE, and hundreds of other gifts.

This daylight loading roll-film Ensign Camera

FREE!

Bar One Cigarettes 10 for 4D.

WRITE TO-DAY FOR THE WONDER BOOK OF FREE PROFIT-SHARING GOODS & 5 FREE COUPONS

THE ONLY PURE VIRGINIAS - NO SUBSTITUTES - AT 10/- & 4/- THAT BRING YOU FREE GIFTS

STANDARD TOBACCO CO., LTD., 89, TABERNACLE STREET, LONDON, E.C.2.

JOHN BULL'S GREAT FREE INSURANCE GIFT

Week after week the practical value of "John Bull's" Great Free Insurance Gift is proved by the cheques that are sent to Registered Readers.

This week over 219 cheques are being dispatched to readers in all parts of the country—cheques on account of Fire, Accident, Sickness—cheques that will reach our readers just when extra financial help will be appreciated most.

On this page we give the names of a few of those who benefit this week.

You never know when you, too, may be glad of the help that "John Bull" offers to you Free. Fill in the forms below now—while you think of it.

FIRE UP TO £400

BRAMLEY VALE, Nr. CHESTERFIELD.—Mrs. F. Smith, 2, Waterloo Street.
BRIGATE.—Mrs. D. C. Taylor, 10, Warren Road.
SHEFFIELD.—Mrs. C. Fowler, Middlewood Villa, Owlerbridge.
SKEGNESS.—Mrs. R. Dawson, 40, Gibbside Road.
PENYGRAIG, SOUTH WALES.—Mr. Chas. Jones, Gothic Villa.
RHOSVALE.—Mr. J. Hussey, 3, Watson Terrace.
BLACKBURN.—Mrs. I. Yates, 4, York Street.
KEADY, Co. ARMAGH.—Mr. Patrick O'Hare, Market Street.
EARLINGTON COLLIERY, Co. DURHAM.—Mr. John Black, 71, Ruby Avenue.
NEWCASTLE.—Mrs. J. Hodgson, 65, Sanford Avenue, Shieldfield.
WOOLWICH, S.E.18.—Mr. P. Fair, 2, Bay Street.
GREEN LANES, N.4.—Miss H. Evans, 1, Hamilton Gardens.
HARROGATE.—Mrs. A. M. Hodgson, 4, St. Andrew's Terrace.
ABERAMAN, NEVAN, TORFA.—Mrs. H. F. Downes.
GLASGOW.—Mr. Thos. Wardell, 926, Springfield Road, Park Road.
RIPON.—Mr. J. Eragon, 6, Harrison Court, Allhallowgate.
NEWPORT, MON.—Mr. Stanley Williams, 41, Commercial Road.
NEWCASTLE-ON-TYNE.—Mrs. M. E. Cook, 104, Arcadia Road, Byker.
LEEDS.—Mr. E. Wharton, 11, Cove Street.
SUNDERLAND.—Mr. W. Pounder, 22, Cowell Street.
STOCKPORT.—Mr. Wm. Smith, 172, Hall Street.
WOOLWICH COMMON.—Mr. J. Kent, 18, Manor Street.
CLYDEBANK.—Mrs. J. Campbell, 72, Glasgow Road.
STEVENAGE.—Mrs. L. M. King, Letchmhall.

ACCIDENT BENEFITS £3 PER WEEK

BLACKPOOL.—Mr. H. Cocrem, 18, Coop Street.
PORTSMOUTH.—Mrs. A. M. A. Rosvell, 60, Matthew Road.
TOTTENHAM, N.17.—Mrs. S. M. Rosser, 6, Brunswick Square.
LEITH.—Mrs. H. W. Brown, 13, Rye-hill Terrace.
ATHERSTONE, WARWICK.—Mrs. S. R. Summers, 37, Stafford Street.
ST. HELENS.—Mrs. Alice Fayer, 19, Factory Row, Ravenhead.
EAST HARTLEY, HEXTH.—Mrs. F. Lamming, 14, Welbeck Road.
BRIGHTON.—Mrs. A. E. Kavanagh, Wardrop.
BIRTLEY, Co. DURHAM.—Mr. C. Sylvester, 5, Dodds Terrace.
ABRAM, Nr. WIGAN.—Mrs. E. Brown, 492, Warrington Road.
BRIDLINGTON.—Mrs. J. E. Milner, 32, Kirkgate.
MANCHESTER.—Mr. Wm. Beckett, 39, Hornby Road, Stretford.
LEICESTER.—Mrs. E. Newport, 2, Mill Street.
CHERRY HINTON, CAMBS.—Mrs. E. Lessey, Fishers Lane.

SICKNESS BENEFITS £3·3·0

RAINHAM.—Mrs. A. Collins, 14, Red Cross.
ROCHESTER.—Mrs. M. A. Reeves, 43, Rochester Avenue.
LEEDS.—Mrs. H. Marsolin, 6, Imperial Street.
PORTSMOUTH.—Mrs. F. Pratt, 32, Brighton Street, Landport.
ATHERTON, Nr. MANCHESTER.—Mr. Arthur Crompton, 49, Wigan Road.
NOTTINGHAM.—Mrs. H. Summers, 17, Shipstone Street, New Basford.
HUDDERSFIELD.—Mrs. M. Hamlet, 13, Midland Street, Hill House.
LAMBERHURST, KENT.—Mr. Henry Sexton, Down Farm Cottages.
SOUTHAMPTON.—Mr. L. White, 2, Bedford Road, Shirley.
BRINSCALL, Nr. LEYLAND.—Mrs. C. Gaskell, 114, Front Street.
SOUTH SHIELDS.—Mr. F. Wilson, 6, Hyde Street.
PORTYPOOL.—Mr. A. Shipley, 1, Bay Terrace, Pontypool.
BATH.—Mr. Reginald Dodge, 18, Wellesley, Combe Colliery.
ARDSHAW.—Mr. Jas. Cottier, 12, Hospital Gate.
CARLEWOOD.—Mrs. Mabel Thompson, 146, Lower Oxford Street.
LEEDS.—Mrs. F. Greenhall, 9, Gilda Street.
MIDDLESBROUGH.—Mr. W. Thompson, 77, Coate Street.
GLASGOW.—Mr. Benjamin Brown, 18, Glen Park Street, Dennistoun.
ST. HELENS.—Mr. J. Daniels, 46, Broad Oak Road.
WOLVERHAMPTON.—Mrs. Perrins, 12, Vale Street, Parkfield.
ROTHERHAM.—Mrs. E. Dodge, 4, Station Place.
WELLINGBOROUGH, NORTHANTS.—Mrs. I. Collins, 5, Cross Road.
YEOVIL.—Mr. J. Attwell, Rock Town, Three Ashes.
TROON.—Mr. Andrew Fraser, Harbour Buildings.
SHEVINGTON, Nr. Wigan.—Mr. John Swarbrick, 46, Bradley Lane.
TYNE DOCK.—Mrs. R. Wade, 46, D'Arcy Street.

NEWSAGENTS' BONUSES.
Bonuses in respect of the Benefits paid this week have been sent to the Newsagents concerned.

TOTAL BENEFITS PAID 35,966

CUT HERE.

POST THIS FORM TO "JOHN BULL."
To "John Bull" Registration Department, Long Acre, London, W.C.2.

PLEASE WRITE CLEARLY.

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

Reader's Name..... Age.....
in full (CAPITAL LETTERS.)
Address .....
.....
Reader's Signature.....
Name and Address of Newsagent.....
.....
Date.....

Use ½d. stamp. Don't send envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if 1d. stamped addressed envelope is enclosed for return.

CUT HERE.

HAND THIS FORM TO YOUR NEWSAGENT.

PLEASE WRITE CLEARLY.

To (Name of Newsagent).....
Address .....
.....
Please deliver or reserve JOHN BULL for me weekly until further notice.
Signature .....
Address .....
Date..... .....

JOHN BULL PEN COUPON

This Coupon will be accepted as 2d. in part payment of the "John Bull" 5/- Lever Self-Filler Pen with which is presented FREE a 2/6 Ever-Pointed Pencil. Additional Coupons in any number up to five (six in all), ANY DATES may be cut from "John Bull" and will be accepted in part payment. Thus you may send six Coupons and P.O. for 4/3 (which includes postage and insurance). Pocket Clip 3d. extra. Cross cheque/p.o. "& Co." and make payable to "John Bull." State if fine—medium—broad nib required.

JOHN BULL, Pen Dept., Long Acre, London, W.C.2.

Name or Initial engraved on Pen in gold, 6d. extra

SEE WHAT YOU SAVE!

By accepting this offer you get the "John Bull" Pen with 14ct. solid gold nib, iridium tipped, worth 15/-, and a 2/6 "Everpointed" Pencil FREE, representing a total value of 17/6. By sending six coupons and P.O. for 4/- only (plus 3d. postage and insurance)

YOU SAVE 13/6

FOR SMALL TRADERS, SHOPKEEPERS.

THE BEST HOUSE IN the Kingdom for Wholesale Drapery, Bargains in Stockings, Vests, Readymades, Travellers' Samples, etc. Oldest, Cheapest and Best. Write to-day for Catalogue and Original A.B.C. Guide, Post Free.—Cochrane's Wholesale Warehouse, 2, Thomas Street, Manchester.

MONEY-MAKING Bargains for Shopkeepers and Beginners.—Sell manufacturers' clearing lines and travellers' samples in general Drapery lines much below ordinary prices. Big profit certain. Wholesale Catalogue free.—Wolfson's Warehouse, 69, Thomas Street, Manchester.

ADD TO YOUR INCOME By selling Drapery and Remnants, best qualities, cheapest prices (no rubbish). List Free.—Clegg, Dept. B., Turner Street, Manchester (the old firm).

CHEAPEST Wholesale House for Beginners for drapery, hosiery, boots, etc. Write for free cat. —H. Marks, 65, Hounsditch, London, E.1.

DRAPERY remnants for money-making. Wholesale lists free.—H. Lonsdale & Son, Dept. J.B., Textile Clearing House, Faulkner Street, Manchester.

FREE LIST to Dealers and Beginners for saleable lines in Hosiery, Drapery, Haberdashery, etc. (Wholesale only.)—Levy Bros., Dept. B., 39, Houndsditch, E.1.

200 LINES in money-making Bargains. Vests, Hosiery, Overalls, etc. No rubbish. Satisfaction guaranteed. Send for new price list.—Southwell, Baildon Road, Todmorden.

AGENTS WANTED.

EARN £2 to £5 weekly. Run a bed-clothing Club amongst friends. No outlay. Parties free. —Carlisle Mills Co., Dept. 11, Birstall, Leeds.

EARN £3 WEEKLY and Bonus. Run Boots and Drapery Clubs amongst friends. No outlay.—Clove Mills Co. (Dept. M.), Birstall, Leeds.

10/6 IN THE £ Cash Commission. Xmas Variety Clubs. Astounding Terms. Gold Watches Given. Agents Wanted. — DENNIS & CO. (Dept. J.), COLNE.

XMAS Chocolate and Cigarette Clubs. Spare time Agents wanted. Fry's, Rowntree's, Cadbury's, etc. Excellent Com. No outlay. Parties free.—Samuel Oliver, South Wigston, Leeds.

AGENTS wanted for XMAS CLUBS. No outlay. Choc., Fancy Goods, Toys. FREE GIFTS for agents. Big cash comm. Catalogue free.—F. J. Fitt, 169, Briggate, Leeds.

CASH COMMISSION.—AGENTS required to sell leading makes Chocolates, Cigarettes, etc. Excellent Cash Commission.—Write, Dept. J., RUSSELL & CO., King Street, Wigan.

MAKE MONEY with NO OUTLAY! Start Xmas Club for Chocolates, Confectionery, Tea, Biscuits, etc. Large selection. Agents wanted everywhere. Generous commission.—Write, Aywun Clubs (Dept. No. 310), 39, Pratt St., London, N.W.1.

XMAS Club Agents wanted. Leading Makes Choc., Cigs., Toys, Jewellery. Largest cash com. Cat free.—MORRIS BROS., 1, Clifton Street, Bradford. Handsome Leather-backed Diary free to all Agents. Britain's largest Club Specialists.

CHRISTMAS CARD AGENTS WANTED.—We will send you the fullest particulars free of the best way to turn this into a big success. YOU CAN EARN £5 PER WEEK.—Dept. 25, City Works, 26, Blackfriars Street, Manchester.

AGENTS, give customers free Samples. Our Expense. Choc. (Terry's, Cadbury's, Clg., Toys. Astound. Com.—Hollbrand, Westgate, Bradford.

AGENTS wtd., Xmas Choc. & Cigarette Club. All Best Makes. Highest Cash Com. Absolute satisfaction guaranteed. Catalogues Free.—"Chocolate Box," Dept. B., Land's Lane, Leeds.

£3 WEEKLY easily earned by selling the Browned "Mascot" Christmas Cards, Calendars & Novelties. Album that positively talks money compiled free. Huge commissions. Write to-day.—Thos. Hobkirk & Co., Preston.

CHOC. CLUB Agents wanted. Cash com. All agents splendid free gift. Cat. free.—The Yorkshire Co-op. (J.B.) Co., Ward Green, nr. Barnsley.

AGENTS WTD.—Make Money selling Famous CASTLE series Xmas Cards, Calendars. Sample book of charming designs & novelties supplied FREE. Unequalled Com. Valuable Prizes.—Apply, Castle Publishing Co., 53, Anchor Ct., Preston.

CHOCOLATE, Cigarette Clubs Cadbury's, Rowntree's, Fry's, Terry's, etc. Agts. Wtd. Good terms. Illus. lists. No substitutes. Mather's (Dept. J.), 192, Chorley Old Rd., Bolton, Lancs.

WANTED, Christmas Card Agents for the renowned "Snowball" series. Book of Exquisite Art, Lucky Cat, Silhouette and Novelty Calendars and Cards free. £3 weekly easily earned. —Minster Press, Preston.

11/6 in £ CASH COMMISSION. Chocolates, Cigarettes, Household Goods. Special terms Terry's, Rowntree's. CASH PRIZES, FREE PRESENTS, Art Catalogue and Booklet, "SELLING MADE EASY," free.—ASSOCIATED CONFECTIONERS (92), SHIPLEY.

11/6 IN £ CASH COMMISSION. Chocolates, Cigarettes, Novelties. Lady EARNED £50 LAST SEASON. CASH PRIZES, FREE PRESENTS. Special Terms, Terry's, Rowntree's Selling Outfit and Catalogue Free.—MIDLAND CONFECTIONERY CO. (B.43), SHIPLEY.

A BALMORAL BOOK OF PRIVATE CHRISTMAS CARDS AWAITS EVERY ENTERPRISING AGENT. MOST WONDERFUL ORDER-GETTER PUBLISHED. MAGNIFICENT COLLECTION OF ORIGINAL NOVELTIES IN CALENDARS, PHOTOGRAVURES, JEWELLED & PICTURE CARDS, BOOKS FREE. HIGHEST COMMISSION & PRIZES. WRITE NOW TO STEWARTS, DEPT. A., COMMERCIAL MILLS, BLACKBURN.

1,000 AMBITIOUS PERSONS WANTED to act as AGENTS for the renowned "Imperial Art" Series of Private Greeting Cards. The most wonderful Sample Book ever published, a CERTAIN ORDER-GETTER, will be sent FREE and POST PAID on application to all genuinely interested. HIGHEST COMMISSION given and valuable Prizes.
LANCASTER PUBLISHING CO., Dept. 112, Imperial Works, Lancaster.

RESIDENT Sole Buying Agent wanted. Article has big appeal. Every woman a customer. Quick seller. Good profits. Limited capital only required. Big opportunity for house-to-house trade. Territory will be confined to Agent appointed.—Reply to Box 264, T. C. Beach, Ltd., 9, Tudor Street, London, E.C.4.

AGENTS.—£10 easily earned. Xmas Choc., Cig. Clubs. Highest cash comm. Catalogue, lists free.—Enterprise, Vaughan Street, Bradford.

SMALL ADS. WORTH WATCHING

Prepaid Rate: 9s. per line averaging six words. Minimum Charge 27s.

PRIVATE GREETING CARDS. — Largest manufacturers require agents; free sample book; delightful novelties. Calendars, Real Feather Bird, New Feature in Cut-out Velour designs; Black Cats and Dogs with glass eyes; detachable sprays of flowers; Notepapers, Celluloid Pocket Calendar; Blotter; Greeting Cards for every taste. Most extraordinary book ever published. Enormous profits. Prizes for all.—All-British Christmas Card Co., Dept. 104, Blackburn.

DO YOU want to make Money? Agents Wanted. Highest commission.—Redcliff National Chocolate and Cigarette Club, High St., Bristol.

A BEAUTIFUL Book of Private Christmas Cards SUPPLIED FREE to Enterprising Agents. Magnificent selection of Photogravure Cards, Calendars, etc. Secure this wonderful order-getting Book and make money.—Apply, Treble, 531, Cheapside, Preston.

AGENTS WANTED to form Xmas Wine Clubs. Good commission. Particulars free.—Dept. 2, ACME BOTTLING CO., LD., Macaulay St., Leeds.

AGENTS WANTED
for the choicest Chocolate Club in the country. Nothing but the best on offer.
Lists and details free.
HAREHILLS CONFECTIONERY CO., 16, Clifton Mount, Harehills, Leeds.

£150—£300 SALARY for Certificated Bookkeepers. Postal tuition 10/- month. Post found when qualified, or fee refd. Booklet, tests, free. —City Correspondence College (D.9), 89, New Oxford Street, London.

KNITTERS wanted to work IMPERIA Knitting Machines at home; experience unnecessary. We guarantee to buy your Work at good rates. Write for Free Book.—IMPERIA Hosiery Mfg. Co., Ltd. (Dept. 62), 97, Gray's Inn Road, Lon.

50 New Zealand Farmers waiting for boys. Age 15 to 19. Free passage. Sailing Sept. 21. —Write or call, O/8 Dept., Church Army, 55, Bryanston Street, W.1.

MEN.—A few men will be accepted to train for employment as trade and private drivers. Small fee. Licensed L.C.C.—MOTOR DRIVERS' UNION, 39, Victoria St., Westminster, S.W.1.

AGENTS wanted. Good comm., no outlay. Men in regular work to sell in spare time Ladies' and Gent's Clothing, Boots, Shoes, Drapery, etc. for Cash or Easy Terms.—Particulars from Dept. B., John Percy & Co. (City), Ltd., 5, Pancras Lane, Queen St., Cheapside, London, E.C.4.

EX-SERVICE MEN recently discharged can be efficiently coached as chauffeur-mechanics at specially reduced fees; good refs.—Call or write, Automobile Institutes, Ltd., 76, Strand, W.C.2.

Making things hum

The new 1928 reduced prices for the British-made Fullotones are absolutely staggering the gramophone trade; never before in gramophone history has such wonderful value been available to the public. For six successive years Fullotones have been substantially reduced in price, and with this year's reduction the prices are almost incredible.

Fullotones with their recent costly improvements are unsurpassed even by the most expensive instruments for beauty of construction and exquisite tonal qualities combined with enormous but undistorted volume.

Remember, Fullotones come direct from factory, there being no middleman's huge profits to swell the price. Call and inspect the complete range of Fullotones at any of the four Fullotone shops. Model No. 24 costs only

5/19/6 CARR PAID U.K.

or £1 down and 11 monthly payments of 10/2

Richly finished OAK Jacobean Pedestal, 39 ins. high, complete with DOUBLE SPRING Motor, plays 3 tunes at one winding, Fullotone Junior Soundbox and the new wonderful all metal Sound Chamber.

WRITE TO-DAY—BIG CATALOGUE FREE.

FULLOTONE GRAMOPHONES, Ltd.

(Dept. J.B. 55), 73, CAMDEN RD., LONDON, N.W.1

149, High St. (N.), East Ham. 313/314, Argyle St., Glasgow. 161, High Rd., Tottenham. 41, George St., Croydon.

Model No. 24.

The New Improved

FULLOTONE

DISTRIBUTING Agents wanted everywhere for very profitable motor specialty. Spare or whole time.—Write, Western Utilities Co., Penzance.

EMPLOYMENT.

A BETTER JOB FOR THE MAN WITH BACKBONE AND GRIT.—You can make sure of a comfortable future if you decide to become a travelling salesman and study by postal training, in your spare time, under Wallace Attwood, Britain's Greatest Trainer of Salesmen. Attwood-trained men, without previous experience "on the road," are now earning their £400, £500 and even up to four figures p.a., in positions found for them by Wallace Attwood. After training, every student is introduced to firms of repute requiring salesmen. If you want to be lifted out of the rut, send a postcard for book, "The Profession of Salesmanship," free.—The Wallace Attwood College, 307, Bedford Row, London, W.C.1. ('Phone: Chancery 7536.)

KNITTERS wanted to Work Golden Fleece Knitting Machines at home; guaranteed wage for output, experience not necessary. Send 1d. stamp for prospectus.—S. B. M. Co., Dept. 199, 91, Clerkenwell Road, E.C.1.

MOTOR DRIVERS WANTED. LET US TRAIN YOU. Smart young men to qualify for well-paid positions (no charge introductions). Over 60 letters of thanks a week from past pupils. Call and read them. The R.S.M. gives the best training and secures the best positions. Special inclusive fees. Call or write for further particulars. Act now!—British School of Motoring, Ltd. (estab. 17 years), Head Offices, 8, Coventry Street, Piccadilly Circus, W.1

BUSINESS OPPORTUNITIES, SERVICES

"DO YOU ADVERTISE?" Advertisement inserted in 86 Provincial Newspapers or London and Suburban, 7/10; Welsh, 5/8. Large or small Mail Order Campaign Experts. Advice free. Prospectus.—Central Press (Dept. 60), 323, High Holborn, London, W.C.1. 'Ph.: Chancery 8119.

START a Business in Drapery, etc., from £1 upwards. Special attention to Widows and Beginners.—Write for advice and list H. to Lavaine (Dept. J.B.), 143, Houndsditch, E.1.

CHEAP PRINTING.—1,000 billheads fr. 5/6. Handbills fr. 7/6. Memos, Business Cards, etc. Samp. free.—Creteway Press, 8, Euxted, Sus ex.

BARGAIN SALES.

"THE EXCHANGE AND MART" wants every reader of John Bull to send for a free specimen copy. "The Exchange and Mart," contains thousands of wonderful bargains offered for sale privately. 2d. every Thursday at all newsagents! Send p.c. now for your free copy to J. B. Burt, 4, Greville Street, E.C.1.

WALLPAPERS direct from 2½d. per roll. Send for patterns post free.—West Riding Wallpaper Co., 88, Trinity Street, Leeds.

CHINA from Works. Home Outfits, 33/6. Packed ware, etc. Keenest prices. Clubs, Safes, Schools, Bazaars, Merchants, Cat. free. Satis. guar'd. Liverpool Pottery, 34, Barsiem, Staffs.

KNITTING WOOL BUNDLES 5/6 for 1½ lb. Odd lots. Special value Navy yarn 3/10 lb. post free. Patts. of serges, tweeds, etc.—Egerton Barnett W.B. Warehouse, Wellington, Som.

WALLPAPERS from mills from 2½d. roll. New Designs. Patterns post free. — Osborne Mills (Dept. 8), Rochdale Road, Manchester.

KNITTING WOOLS, Hand or Machine. Buy Direct. Enormous Savings. 12 ozs. Rug, 1/- lb., Chenilles Round, etc., 10½d. lb. 600 patterns Free.—Border Wools Co., 160, New Bridge Street, Newcastle-on-Tyne.

MARKETING BY POST.

TEA.—Buy direct, save middlemen's profit. Indian and Ceylon specially blended, 4 lb. 6/6, 10 lb. 12/-. Carr. paid. TEA DUST, 7 lb. 7/-, 10 lb. 9/6. Poulter & Co., Dane Place, Bow, E.3.

PLUMS direct from Grower. Prices, including railway carriage passenger train): Victoria plums, good quality, 12 lb. 8/-, 24 lb. 15/-, 48 lb. 28/- (ready about August 20-30). Damsons, 12 lb. 9/6, 24 lb. 18/-, 48 lb. 35/- (early Sept.). Cash with order.—H. R. Swift, Longdon Hill Fruit Farm, Evesham, Worcestershire.

DRESS.

BABY'S Unequalled 85-piece Layette. 29/6. Robes, Gowns, Nightie, Vests, Flannels, Barras, Mat. Coats, Shawls, Towels, Napkins. Genuine bargain. First in quality. Send 2/- for pel. approv. —Mrs. J. Howard, 66, Dover Road, Portsmouth.

GETTING MARRIED? Wedding Dresses from one guinea! Send for free illustrated catalogue and be entranced by the beauty and variety of our Wedding Gowns. We are the actual makers and Fashion Leaders, famous for low prices.—The "Brilliant," 16, Smallbrook St., Birmingham.

BABY'S ORIGINAL BEST VALUE LAYETTE, 30/-, 85 unequalled pieces; Shawls, Vests, Coats, Flannels, Gowns, Robes, Towels, Napkins, etc. Send 2/- now for parcel approv. Mrs. B. Barker, 31a, Brougham Rd., Southsea.

MUSICAL.

GRAMOPHONES, 24/-; motors, 9/-; accessories. Violins, Accordions, cheapest. 64-page list, 3d. How to make Gramos.—Regentbull, 120, Old Street, London, E.C.1.

UKULELES, Banjos, Drums, Jazz-Sets, Saxophones, Violins, Gramophones, Mandolins. Lists free. Palmer's, 135, Lintherpe Rd., Middlesbro'.

EDUCATIONAL INSTRUCTION.

SWEDISH MASSAGE.—Get a certificate as a trained masseur. We offer you free extracts from our lessons, which will show you the easy and novel methods by which we can train you by post. Low fees by instalment. Write at once. —Principal, 47, Sinae Institute, Clarendon Road, Portsmouth.

LIVESTOCK, POULTRY, ETC.

SPECIAL OFFER. — Talking Parrots with Cages from 30/-. Singing Canaries, 15/-. 3 months' trial.—List fr. Chapmans, 17, Tottenham Court Road, London.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's positive and permanent cure. They cure most violent cases by calmly destroying the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/6 for generous supply or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-36, Codnor, Derby.

DON'T WEAR A TRUSS! Use Brooks' Rupture appliance. New Discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address Brooks Appliance Co., Ltd. (468), 80, Chancery Lane, London, W.C.2.

MEDICAL RESEARCH Discovery cures Bladder Weakness and Kidney Troubles. Ask for PARKER'S FLUID REMEDY. 3/- at Boots', Taylors, etc., or from Parker's Remedy, Ltd., 49, Renshaw St., Liverpool. Sample 4d.

HOW TO STOP SMOKING.—Genuine remedy proved by testimonials.—Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

BLUSHING, NERVOUSNESS.—Don't waste money on quack remedies; cure yourself as I did. Interesting book on cure of Self-consciousness sent privately for 3d.—Henry Rivers (J.B. 46), 40, Lamb's Conduit Street, W.C.1.

PILES. Why suffer? HEMOSOL, the new discovery, relieves at once. No instrument. No ointment. No medicine. Doctors use it. Treat yourself at home. Save an operation. 5/- post free, or stamp for free booklet.—Hemosol Chemists (Dept. 1), 1, Ramsden Road, S.W.12.

WANTED TO PURCHASE.

BEST prices paid for Jewellery, Diamonds, Platinum, Gold, Silver, Scrap, Antiques, Dental Plates (not Vulcanite), Valuable Property, etc. Nothing too large nor too small. Cash per return. —Bentley & Co., 333, Oxford Street, London.

ANY kind old gold, silver, jewellery, diamonds, old false teeth, Platinum scrap, bought. Highest cash by return.—Bell's, Upperhead Road, Leeds.

FOR MOTORISTS.

TYRES & ACCESSORIES. Wkly. payments. All makes. Brand New Tyres, Accessories or Spares. Deposits from 5/-. No enquiries. Below

GOOD reliable Tyres, rolled or slightly used. All sizes. 700 x 80 to 935 x 135, £1 each. Carriage paid. Approval against cash.—London Car Co., 88, Theobalds Road, W.C.1.

SECOND-HAND Motor Tyres from 5/- to 35/-, guaranteed 3,000 miles, list free.—Imperial Rubber Co., Cambridge Terrace, Chapeltown Road, Leeds.

AUSTIN 7 Chummy, 1928, just repainted (Cellulose finish) in 2 smart colours, reinstalled, incanding radiator, overhauled, mechanically perfect, 3 new tyres, several extras; taxed Dec. 1928. Any trial, £70. Unusual bargain. Inspect without obligation.—Graham, 7, Japan Crescent, Crouch Hill, London, N.4.

MISCELLANEOUS.

TRIMNELL'S Pills and Powders have cured thousands! Why not you? Send for 64-page book all about Herbs & How to use them, 2d., post free. —Trimnell, The Herbalist, Richmond Rd., Oxford.

WANTED, Christmas Card Agents for the renowned "Snowball" series. Book of Exquisite Art, Lucky Cat, Silhouette and Novelty Calendars and Cards free. £3 weekly easily earned. —Minster Press, Preston.

The favoured few say "Turf are on top for quality, at any price" *but*——

"Yes! Great crossing porter. Have a cigarette?"

Turf cost only a shilling for twenty Mr. John Citizen—and a better or smoother cigarette you cannot find

CARRERAS GUARANTEE:—pure tobacco, pure British paper, hygienic manufacture and full value

It doesn't need a blender to distinguish the difference—

you'll taste the quality quickly enough!

TURF CIGARETTES

TWENTY FOR 1/- MADE BY CARRERAS LTD. QUALITY FOR 140 YEARS

93, Long Acre, London, W.C.2.
Telephone: Gerrard 9870.
Telegrams: Heroically, London.

Week ending Saturday, Aug. 25, 1928. Twopence. Vol. XLIV. No. 1164.
Registered at the G.P.O. as a Newspaper. Postage all over the world, 1d.

JOHN BULL

For the People—the Right to Justice and Truth.

The Paper on which the Sun Never Sets.

WITHOUT FEAR or FAVOUR

Rebuke Courteous.

Mr. Baldwin's selection of a substitute is a neat smack in the eye for Mr. Churchill and "Jix." The tactlessness of the one and the "indiscretions" of the other are now punished.

A Capital Understudy.

The Lord Chancellor's "acting" Premiership is just as real as Mr. Baldwin's—only shorter. The "Acting Premier" never acts at all unless circumstances force him. Mr. Baldwin has done that for years.

Who is Responsible?

Sir Austen Chamberlain's illness is a thousand pities at a time when the Foreign Office emphatically needs a responsible Minister whom the nation can bring to book. What is this "secret understanding" with France?

No "Secrets."

A "secret" is useless and mischievous when everybody knows you have got one. Surely Sir Austen has involved this country in nothing that is not honourable and worthy to be sustained. Then why "secret"?

Momentous.

Peace forces are happily too strong for any "hidden hand." The most powerful States in the world will next week set their signatures to a Pact for the renunciation of war. The event is as big as it looks.

A Stranglehold on War.

The tangle of "reservations" with which certain countries surround this simple act makes cynics sneer and idealists fear. Sneers and fears both miss the point. The idea within this Pact is stronger than Governments. It will grip them tighter and tighter.

A Horror to Haunt.

The "bombing of London" by our own Air Force was a spectacular demonstration that against air raids there is no defence. For Paris and Berlin as well as London the choice lies between devastation and "no more war."

The Dodge.

Raiding bombers were very successful in scoring "hits" on London. They would be. The military mind understands thoroughly the art of keeping the civil mind alive to the "need" for vast expenditure on armaments.

Face the Light!

The only real defence against attack is the elimination of fear. Sheer shivering cowardice is the bugbear in the path of a new diplomacy that would make war impossible.

The Young Idea.

Ayton School, Yorkshire, has had a "Parents' Day" to discuss problems of occupation for boys and girls who are leaving. Such should be held in every school. They are an urgent necessity.

A Reprieve Once for All.

One wonders that the wretched episodes he is forced to figure in do not drive any Home Secretary into abolishing capital punishment. Never again should we have the sickening spectacle of jailed men waiting for reprieve, or the still more sickening spectacle when the reprieve does not come.

Weakening Pulse.

The latest Board of Trade returns for overseas trade make poor reading. Nearly everything that matters is on the decline. And they'll fade altogether if the tariff maniacs are allowed to be the physicians at the bedside.

For Decent Men.

Alnwick Guardians, in providing a centre for down-and-outs to be trained to keep pigs and poultry instead of breaking stones, have given a strong hint. Self-help beats pauperisation any day.

The Nibblers.

That mice carry dysentery germs to food was proved by Dr. Davey, of Manchester Public Health Laboratory, at an inquest. There's more danger in foul vermin-ridden slums than meets the daylight eye.

Deep Thought.

Bakers are "considering" whether they can again cheapen bread. Why not? Before the war a 2 lb. loaf cost 2½d., and there's more need now than ever to give the poor a chance.

Recognition.

Advising the clergy of parish churches to make reference in their pulpits to the signing of the Peace Pact the Archbishops of Canterbury and York declare "the occasion is a great one in the contemporary history of the world." Bull's-eye!

A Bit Better.

With the placing of large orders by the Danish State Railways and the Bordeaux Gasworks, British coal prospects have improved by a good many thousand tons. Brisk business methods would soon secure others.

Para-typhoid.

The outbreak of epidemic disease due to tainted food is disturbing. Antiquated methods of refuse collection in hot weather is largely to blame. Uncovered carts broadcast germs.

JOHN BULL

Important Notice to Registered Readers

HOLIDAYS! To remain qualified for the benefits offered under "John Bull's" Great Free Insurance Gift, readers are reminded that it will be necessary to show that, before leaving for their holidays, they instructed their newsagent to recommence the regular weekly delivery of "John Bull" immediately on their return, and that they purchased "John Bull" whilst away.

Discovery.

A new invisible ray piercing the thickest sea-fog will soon be in use to make ocean travel safer. A British discovery that is really to the good.

The Pleasant Gift.

A revolving open-air house on the roof of West London Hospital, Hammersmith, testifies to the good heart of an anonymous donor. His, or her, reward will come in the happy faces of sun-cured kiddies.

Co-operation.

By arrangement with various authorities, 200 farms of 160 acres each, equipped for occupation, are offered to settlers, willing to repay by instalment, in Western Australia. Why does no Government make similar arrangements for those willing to grow food in this country?

Just Beginning.

The first congress of anti-militarist clergymen has been held in Amsterdam—twenty centuries after Bethlehem! Still, better late than never.

"Head Matron."

Salford has created a new post in the appointment of a qualified woman to take evidence from female prisoners. It is a good move.

Noise.

The devastating racket of electric drills is merely "the sudden release of air at high pressure," declare scientists. Then why don't they invent equally simple silencers?

Busman's Holiday.

London's poorest bairns to the number of 11,150 are enjoying seaside outings through funds laboriously raised by London's busmen. The hosts take full charge when the great days come round. Good lads!

Suspicious.

There is spreading dissatisfaction with the official cost-of-living figures. They need testing by unassailable but independent statistics. Wages are based on them.

Leisurely.

Trucks of peas sent from Doncaster to reach next day's Covent Garden market landed forty-eight hours later. Since the distance is only a four hours' run someone needs the sack.

Self-pity.

The railways say they cannot get enough traffic to make them pay, and growers say they cannot produce food at a profit because they can't market it fresh. Obviously there are more than a few loose screws that need tightening.

New Citizens.

Seventeen nations at the international camp of youths near Sandwich renounced the idea of war, swearing to "devote their lives to keeping the peace between countries, classes and individuals." The public heard little of it, but it is building a new world nevertheless.

WITHOUT FEAR or FAVOUR

Knowledge is Power.

We hope lots of midwives will attend the post graduate course, arranged for October by the Liverpool Maternity Hospital at a half-a-guinea fee. To keep up with the times is the right way to save mothers and babies.

New Glands for Old.

In unfit meat deposited by Enoch Weston for sale in Burslem market, healthy glands had been substituted for those diseased in the carcase. A £20 fine is an apt comment on this reprehensible interpretation of Dr. Voronoff's treatment.

Sympathy But——

All nations tender condolence to Italy on the loss of thirty-one men in a sunken submarine, but such sorrow is merely empty wind unless at the same time it is determined to prohibit altogether the making of these ghastly and obscene engines of death.

Unfair Hobby.

As many as thirty-five valuable homing pigeons have been trapped and kept for years by Joseph Marson, a Staveley old age pensioner. Fortunate in only having to pay £5 costs at 6d. a week, we recommend him to follow a more honest hobby.

Worry Kills.

With neither food nor money, having had no work for four months, or unemployment pay for six weeks, Samuel Hopewell, of Doncaster, gave up life's struggle. It is no credit to a nation still manifestly wealthy that one of its members should starve to death.

Killed at Play.

Following the death of eight-year-old Mary Murray from running under a lorry while at play, the Kywood coroner pleaded that day school playgrounds should be left open till late at night for the children's use. Anything is of value that keeps kiddies off the pavement.

Busy Patients.

Cobbling, carpentry, metal and raffia work and gardening are being taught with success to patients at the Baguley Tuberculosis Sanatorium, some fifty passing daily through the workshops. Well done, Manchester, always ahead in experiment. Won't other hospitals copy?

Who'll Help?

Homeless William Sellers was out of a job, until he saw two North Riding nurses in drowning peril in the River Ouse. Then he dived in. One of the ladies he saved. The other he could not find. And now we ask what will Yorkshire do for a hero who needs work and a home?

Pathetic Trio.

Not one of the three children of Mr. E. A. Holker, of Preston, is living. The last, a two months' baby, definitely died from unsuitable feeding, no sign of milk being found in the organs. Clearly it is not only child clinics that we need, but mothers also must be taught to go to them.

Dangerous Man.

Getting drunk is bad enough, flourishing an unlicensed double-barrelled loaded sporting gun, in addition, is worse. Perhaps fines of £1 with £1 for possessing an unlicensed revolver will convince Sydney W. Pigden, a Bangor tradesman, that the needed regulations concerning firearms are at last tightening.

Animal Lovers.

Having only their old age pensions for livelihood, Mr. and Mrs. Davey think nothing of housing stray and suffering pets. Congratulations on their care of eighty-six stray dogs, twelve homeless cats, and a pair of rabbits. A home so expressive of the love of animals is something better than burglar proof.

Diligent Derby.

The Unemployment Committee of Derby has every reason to be proud of the decrease in its unemployment over last year. By all means let them stick to their efforts in urging employers to give preference to the thousand local jobless. If all counties tackled their own men, drifters would rapidly lessen.

Not Despised.

Swiss girls are coming to England in increasing numbers to take up domestic service. Hardworking maids and excellent cooks they are solving the problem for overburdened housewives. All the same its a sad pity that domestic service is still anathema for thousands upon thousands of our own youthful unemployed.

The Happy Example.

A real lead to the nation has been given by nine Quaker boarding-schools, who have organised parties to Geneva from among their scholars. Young folk trained in the ideals of the League of Nations and given practical instruction on the spot are those who will keep the peace of the world later. The example thus set must be followed.

Laundry Laxness.

A burned and scarred hand was the result of an employee of the Kingswear laundry using an unguarded steam-collar finisher. The proprietress, Elizabeth Jane Mitchelmore, lucky that her pocket not her skin was touched by a £2 15s. fine including costs, had better protect her machinery in future.

The Human Machine

SEE IT THROUGH

by *E. R. THOMPSON, M.A.*

ONE of the greatest things in life is to play the game right through to the end.

The game may be worth the candle or it may not—that doesn't matter. If you begin—finish!

A battle is never won until it is lost. Battles are nearly always lost and not won!

It has always been said of the Englishman that he gets through because he never knows when he is beaten. There are times when even death itself can be driven away by a man who refuses to give up.

It is the ability to "stick it" that gets people on.

What does it matter if you do lose?

"Who does the best his circumstances allows
Does well, acts nobly, angels can no more."

I OFTEN think that if there is any heaven, no matter what it may be, it is intention that will count for most when we get there. I fancy it is what a man intends to do and not what he really accomplishes that counts.

It is striving to do well that matters—we cannot all win, but we can all try to win. That is what makes the game worth while.

To "play the game" is good; it is one of the finest attributes a man can have; but to play the game to the end, to see it through, that is the real test of character.

It means grit, pluck, and a love of the game for the game's sake.

The man who can do that is going to be an inspiration not only to himself but to his fellows.

A man's character is a man's destiny. The man who can play the game right through need fear nothing. He is life's master.

More Housing Delay.

It is deplorable that Mr. Chambers, of the Chesterfield Housing Committee, failed to induce the council to get on with the 200 houses for North Wingfield, passed by it and the Health Ministry. We urge him to continue to throw his weight about.

Guinea-pig Test.

A tubercular heifer whose milk was capable of killing a guinea-pig was allowed among the rest of the herd and unnotified by its owners Joseph and Leonard Lomas, of Staperhill. A £2 fine with £5 costs is not a penny too much for a first-class offence. Prison would have been better.

Nowhere to Play.

"It is very dangerous these little ones being in the river. If parents could keep them away, it would save further like fatalities," wisely declared the Abergavenny coroner of a thirteen-year-old girl drowned in the Usk. When every village and town have playing-fields, there will be use as well as wisdom in such statements.

No Remedy.

Months have passed since Bo'ness decided to abolish the Corbishall tenement, in which a number of families lived though it was a menace to health. Now that the people are homeless it is asked why something has not been done. Homes in the Poorhouse have been offered, but is that the authorities' only solution?

Ambulance Thief.

To meet an old friend, have several drinks together and rob him of 30s. while he was being taken unconscious to hospital in an ambulance was Emma Holt's way of treating William Rossiter, a New Loughton miner. Lucky for her she was fined £2 with costs. Women who knowingly decoy men to their downfall deserve segregating.

Eight Children on 13s.

Mrs. Sarah Ann Stephens of Ensbury Park Road, Bournemouth, has sixteen children, and boasts of having kept eight of them healthy and strong years before her husband, a carter, had his wages raised above the 13s. mark. How? By the aid of a garden, well cultivated. It makes all the difference when the people have the land.

Left the Children.

Living on £1 weekly of her husband's money in common lodging-houses, Elizabeth Mann abandoned her three children, the youngest being only five. Six months' hard labour passed on her at Preston may be merited but cannot undo the travesty of womanhood. The death-blow to such needs dealing in the nursery and the schoolroom.

Casual who Kicked.

Notwithstanding that the law is satisfied in sending William Wilson, a casual, to fourteen days' hard labour for refusing to perform his task in the Oswestry workhouse, we approve the principle that he wanted pay for working. The lack of independence fostered by our methods of treating casuals will be the country's ruin—unless checked.

The Bad Old Days.

George Edwards, a man of seventy-three, was recently charged at Cardiff with pocket picking. It was stated that at the age of eighteen he received the savage sentence of seven years' penal servitude for stealing 11s. 2d., and later a similar sentence for purloining a watch. Our only wonder is that such treatment didn't transform him into a murdering anarchist.

Don't Mix Them.

Till we cease indiscriminate lumping together of offenders sentenced to hard labour, it is madness to send such as Thomas Ryan, aged twenty-five, and Joseph Gee, of Bradford, to a six months' term for stealing three pairs of boots. The first thing to do with the petty thief is to remove him from the company of the hardened criminal—lest we teach him to become one himself.

ood by Stealth.

We join with Sir Arthur Crosfield in his expression of warm thanks to an anonymous donor of £20,000 to the National Playing Fields Association. This is to be expended on land to be selected by the unknown benefactor. We do not know which to admire the more, the generosity or the modesty of this gentleman—or lady.

rand-dad's Grouse.

No wonder Thomas Hurry of Romford complained when the magistrates ordered him to pay the Guardians 5s. a week towards the keep of his grandchildren while they sent the father to prison for refusing to pay. To keep healthy parents idle, one at the public expense, while grand-dad at sixty is compelled to fork out is absurd.

ealing the Wounds.

Paris is entertaining a party of German students as guests of the Municipality, and sixty French children recently left to spend a month in the homes of German families. This effort to wipe out the bitterness which is ever the aftermath of war is eminently sane, and will do more to assure lasting peace than many pacts.

ood Supply.

Insect pests and weeds destroy one-third, sometimes more, of the world's food, and the Empire Marketing Board has approved a capital grant of £25,000 besides contributions over a period of years to establish research investigations to oust the foe. There's plenty for science to do when it turns from destructiveness to help mankind.

ivinity Student Stumbles.

Due to keep a preaching engagement, and being short of money, Ishwardas Jaipal Singh, a divinity student at St. John's College, travelled to town on an out-of-date season ticket. He confessed that he had done so several times. We find it difficult to understand how a man training as a priest could descend to such dishonesty.

here Madness Lies.

On his war pension of £1 weekly, reduced to 6s. following development of tuberculosis and 3s. 6d. National Insurance, David Hutchinson of Gosport had to keep his wife and child. The coroner's verdict of his "suicide during temporary insanity" exposes the madness of society in telling a man to go to war and branding him with lunacy when he dies from it.

edruth Sees Red.

The Redruth Board of Guardians has every right to protest against increasing the salary of the clerk of the peace and clerk to the County Council from £1,800 to £2,100 per annum. It is absurd that thousands of Cornish working men earning wages round about £1 8s. 4d. weekly should have their rate contributions swelling a £2 weekly salary of one official.

isunderstood.

Words fail us when the chairman of the Birmingham magistrates, ignoring a mother's pleas, quotes the Home Secretary as favouring a severe penalty for first offending thieves. A sentence of six weeks' hard labour passed on Walter Jakeman, a young married railwayman, for stealing two rolls of oilcloth, is utterly opposed to the spirit of Sir William Joynson Hicks' report.

t of the Mouths——

When the Rev. Joseph Shepherd asked Islington kiddies what Christ would do if He came to London, "Tom" thought He would make people happy and take him, Tom, to the seaside; "Fred" thought He would keep men out of pubs and mothers out of hospital; while "Rosie" was a bit scared because she knew she had been naughty. The thoughts of youth are long, long thoughts, but they provide material for both adult thought and sermons.

Danish "Butter."

From Ferguson and Co., of Copenhagen, come circulars of a tempting kind. Photographs of prize-winners in the Danish Colonial Lottery are displayed with the wording: "We have all won! Why not you?" It is also stated that "the winning chances are enormous!" Those who have money to risk in speculations will find ample scope afforded them at home without entrusting their savings to foreign touts.

Bogus Authoress Sentenced.

Remarking that the case was a "most distressing one," Torquay magistrates have just sentenced Josephine Roberts Carter to three months in the second division for obtaining £38 7s. 9d. by fraud from the proprietress of a private hotel. The escapades of this engaging woman were fully exposed in our issue of August 4, under the heading "A Siren's Saucy Song." She is indeed lucky to have escaped so lightly.

"Paltry" says Magistrate.

When Mrs. Gladys May Lewis, sub-postmistress at Old Ynysybwl Post Office, was charged at Abercynon with defrauding the Postmaster-General of £73 4s. 6d., Mr. R. A. Griffith, the stipendiary, merely bound her over to give her a chance to repay. Widow of an ex-Service man without pension, with two children to support, her "salary" was the princely sum of 9s. a week. The ears of the Postmaster-General should burn when he reads the facts.

An Apt Quotation.

Advertisements inviting people to write to "G. Institute," 7, St. Stephen's Avenue, Bristol, for particulars of sparetime homework, have lately appeared in the Press, and a printed pamphlet forwarded to enquirers contains the quotation, "Facts are stubborn things." They certainly are, for the fact of the matter is that the "G. Institute" is the latest advertising cloak of F. Iles, of the Traders' Institute, whose past efforts have been fully exposed in these columns.

Her Legacy.

"It makes my blood boil when they say it is only sport!" wrote Angela Clark, a South Coast schoolgirl, when in January she sent a letter to the League for Prohibiting Cruel Sports. Next month she was dead and her mother forwarded a letter once more. Angela had left a "little will in which she wished the money in her Savings Bank book, £18, to be devoted to the same work." Here is a lovely memory. Dead though her body may be, the spirit of Angela lives.

Ingratitude.

After thirty years' service with one shipping firm Frederick McClure of Courtney Road, Waterloo, fell ill with double pneumonia and on returning was informed "that his place had been filled." That he worried until his mind failed and that he shot himself must now worry his late employers' conscience—if they have one. In the words of the coroner at the inquest, "To dismiss this poor fellow who had served them faithfully for thirty years after he had been suffering from serious illness was not Christian."

A Vague Guarantee.

A. Rippon, of 26, Richmond Avenue, Headingley, Leeds, is very confident of his powers as a competition winner, but apparently he is not confident enough to win prizes for himself. He prefers to "guarantee" to win at least £200 for strangers who will share his confidence to the extent of purchasing lines from him and promising a commission of 4s. in the £ on all wins of £20 or over. We cannot place much faith in his "guarantee," for what man in his senses who was sure of winning £200 would sign away the bulk of his winnings to a perfect stranger?

* * *

Readers have already won £29,839 in "Bullets" cash prizes this year. Make this week's 1,000 Guineas yours!

Problems of Life

People to Avoid

by *the Rev. R. J. CAMPBELL, D.D.*

THE great John Wesley used to say that he had gone through life suspecting nobody, whilst his brother Charles had gone through life suspecting everybody, but that he did not think he had been cheated as often as Charles.

Dr. R. J. Campbell

In justice to Charles Wesley it should be stated that he was a very lovable character, and that as often as not his questioning of other people's motives was due to his anxiety to protect his illustrious brother from imposition.

John was at once harder and more patient than Charles. He would take his time before coming to a decision upon anyone's conduct, but if he found a man out in a lie or an underhand trick he would cut him off ruthlessly and have no more to do with him.

His principle was that it was foily to put yourself a second time in the power of a person who had already betrayed your trust.

LEST this statement should be misunderstood, I hasten to add that Wesley was never vindictive and sincerely believed in the reality of repentance; but he rightly felt that his responsibilities were too great to permit of his sharing them with self-seekers.

We should do well to copy both his spirit and his method.

It is harmful to oneself to be continually expecting evil from the people one meets. It is far better to be deceived than to begin an acquaintance with the inner question, "What is his game?"

As a rule, people meet us on the same level as we meet them.

On the other hand, there is no sense in shutting our eyes to plain facts. When instinct and evidence combine to show you that you ought to beware of another person's professions of friendship, you have only yourself to blame if you neglect the warning.

You do not need to hate a man in order to keep clear of him. In fact, to hate anybody is to blind your vision; you never can judge soundly of anyone's merits or demerits if you begin by hating him.

WE cannot always hope to escape the assaults of disagreeable people, but neither is it wise to thrust ourselves unnecessarily into their company.

If you see a man behaving treacherously to a friend behind his back, take care that the traitor no longer possesses your intimacy; you will rue it if he does, for sooner or later he will prove false to you.

Watch carefully the man who has a habit of running down his own family or his own country or who ridicules sacred things. He is no safe companion for anybody.

Cherish true friendship when you have it; harbour no malice; but be careful always to remain the possessor of your own soul.

IMPUDENT BOGUS NEWSPAPER SWINDLE

The Cæsar Behind the Scenes

Thomas Sleigh Appleton

DURING the past few months a series of bogus financial newspapers have been put into circulation in all parts of the United Kingdom, and, on tracing these publications to their source of origin, we have discovered some amazing facts.

These papers are very attractively printed, and, with news items which relate for the most part to matters of commercial development and finance, undoubtedly carry considerable weight with inexperienced readers.

So cleverly is their real mission disguised, indeed, that only experts are likely to read between the lines and to see at once that the papers are merely camouflaged mediums by which dubious or unmarketable shares can be planted upon unsophisticated investors.

The latest of these publications to make an appearance is called the *Daily Financial Echo* and it is owned and circulated by a limited liability company of the same name, and which only saw the light of day in July last.

Baits for the unwary

And what a company it is! Few people who have perused the *Daily Financial Echo* can have guessed that it was owned by a company with exactly £1 in paid-up capital!

Like most of its "journalistic" companions, this remarkable paper is circulated free, and many indeed are the baits offered to the unwary.

In the first place, it announces that the company owning it is shortly to be converted into a public concern, and offers for sale 1s. and 5s. shares to the value of £25,000.

Amongst the impudent statements made to suggest that the offer is a gilt-edged one, the *Daily Financial Echo* reminds its readers of the recent successful issue of the Financial Newspaper Proprietors, Ltd., as an example of what can be done in raising money for such undertakings.

The cunning of this insolent reference lies in the fact that the Financial Newspaper Proprietors, Ltd., is a recently formed combine of most of the leading financial papers of reputable standing—which the *Daily Financial Echo* certainly is not, and cannot hope to be.

Reading its artfully worded printed matter on the subject, however, many trusting investors might easily be led to imagine that it was a member of such an important and unimpeachable group.

Nevertheless, with all this accompanying eye-wash, "conditional applications" for the £25,000 shares of the Daily Financial Echo, Ltd., are already being invited. These applications, "together with deposits," will be received "in advance by our bankers," says the *Daily Financial Echo*.

A fine flatetrap

Then a statement follows to the effect that, once the public issue has been made, the shares will rapidly go to a very high premium. But, while making all these confident assertions, the promoters omit to state that they have so far not obtained the permission of the Stock Exchange Committee to open dealings in the shares on the Stock Exchange, *and are not likely to do so where a bogus financial paper like the "Daily Financial Echo" is concerned.*

With a recent issue of this dubious paper, a form of prospectus was enclosed referring to a company called Luminous Posters and Signs, Ltd.

This prospectus employed the most extravagant language, in speaking of the successful future of the concern, and such picturesque phrases as "the ghostly attractiveness" and "magnetise the onlookers" were used in describing the luminous signs to be exploited.

But before the *Daily Financial Echo* casts a magnetic spell upon the public, let us endeavour to show what a "ghostly" proposition this sign venture really is.

In the first place, it was only registered as recently as June 21 last, and it is interesting to note that its headquarters were in the same office in Bucklersbury, London, E.C., as that occupied by the *Daily Financial Echo*. This in itself can hardly be regarded as encouraging.

The lurking "Cæsar"

More discouraging still, however, is the fact that a gentleman named Ernest Antony Stevens is given as one of the two directors of Luminous Posters and Signs, Ltd. His name may not convey anything to the countless people who have been favoured with the company's prospectus, but to us it was a very luminous sign, indeed, portending financial doom to any misguided subscribers. For, knowing Antony, as we do, we felt that, somewhere behind the scenes, a "Cæsar" would be lurking.

Antony, at any rate, is out to do a good thing for himself as far as Luminous Posters and Signs, Ltd., is concerned. For, of its offered capital of £15,000 in ten shilling shares, he is to get £9,000 for "services rendered"—£4,000 in cash, and £5,000 in "shares credited as fully paid." Quite a nice little nest-egg.

Who is he?

Who is this Antony? The answer is simplicity itself. He is a young protégé of a notorious old swindler and humbug named Thomas Sleigh Appleton, who has been a prominent figure in the realms of shady finance for years past, and who is the "Cæsar" in the background in the present venture.

It is a favourite game. Mr. Ernest Antony Stevens was a director of the Invicta Bank, Ltd., a worthless undertaking founded by Appleton last year, with a nominal capital of only £100.

One of the issues "boomed" by the Invicta Bank was a concern called Tarsal, Ltd., the prospectus of which was very promptly condemned by a number of reputable financial authorities.

There was also the Invicta Trust, Ltd., an impudent scheme set up by Appleton to separate unsuspecting souls from their hard-earned cash—an object in which it proved only too successful.

Antony was in this venture, too, variously filling the roles of director, general manager, and secretary; but it was Appleton who pulled the strings.

Appleton is an old hand at publishing bogus papers, many of which he has "controlled" and "edited" in his time. One which was used much as the *Daily Financial Echo* is being used to-day was called *British Commerce and Investment*.

Hardsbitten rogue

To devote space to all his ventures would be impossible, but mention may be made of the British Mutual Credit Alliance, Ltd., a kind of glorified slate club, with Antony as director and Mr. "Cæsar" Appleton in the background.

It was largely modelled upon a concern which Appleton had run some years previously, in which hundreds of poor investors were deluded, and, as the outcome of which Appleton, in the name of Harvey, was sentenced to eighteen months hard labour for fraud and forgery.

His "booty" on that occasion ran into tens of thousands of pounds.

This, then, is the man behind the *Daily Financial Echo*. His portrait is reproduced on this page, and, after this exposure, it is perhaps superfluous to urge our readers to give him a wide berth.

SLAVES OF *the G.P.O.*

Shameful Employment Terms

WHEN Government departments take on temporary workers you can never tell how long they will keep them, but this is not quite so pleasant for the temporary man as it sounds.

They have an unhappy knack of utilising a man's best services over long periods whilst denying him the privileges of a permanent employee, and this lamentable system seems to be very much favoured by the G.P.O.

Take the case of an Islington reader who has been in the unhappy position of a "temporary" G.P.O. porter for no less than three years.

"How nice to find a 'temporary' job that lasts three years," some may say; but we doubt very much whether they will envy this reader when they hear something of the terms.

Badly let down

Temporary G.P.O. porters, we find, are rewarded with the magnificent weekly wage of £2 9s., from which it should be noted, deductions are made in respect of national health and unemployment insurance.

Yet they are expected to carry out the same duties as the regular porters, though they actually receive £1 less each week and no uniform.

The problem of maintaining a wife and family for a "temporary" three years on the low wage in question is no easy one, and many of the temporary men beg or buy the cast-off uniforms of the more fortunate permanent workers and patch them up as best they can in order to preserve a certain standard of respectability.

When our Islington reader had struggled on for some time, he pleaded for registration as a permanent Post Office employee, and at the close of last year he was notified that his application had been accepted as "antedated to 1923."

He settled down to wait patiently, but in March this year he was informed through the Ministry of Labour that there was "no immediate prospect" of his name being submitted for consideration for permanent appointment.

Scrap it!

On the same date another letter from a Divisional Office of the Ministry of Labour informed him that priority would be given to ex-professional service men, and that it was not possible to say when the "ex-hostilities" men, with whom our reader was classified, would be considered.

Now he has five years' military service to his credit and was discharged from the Army only after war wounds had rendered him unfit for further service!

In any case, the G.P.O. has been pleased to make use of him for three years, and a system that can operate so unfairly should be scrapped.

AMAZING CHARABANC SCANDAL

A Holiday Spoiler's Pranks

THE BLUNDER BUS

IN these days when road competition is becoming so formidable, our railway companies will possibly be able to derive some consolation from the following.

For some time past, we have been receiving numerous letters of protest from readers who have patronised the services operated by the Cambrian Coaches Company, of High Street, Bloomsbury. And, curiously enough, while most people complain that a railway journey is dull, the lament of these readers is that a journey by Cambrian coach is rather too eventful!

A Forest Gate reader booked two seats in July for a trip to Folkestone. The trip was scheduled to commence at 8.15, and the gentleman was full of glee when the coach started from the company's offices punctually to the second!

Still rolling round

His enthusiasm flagged, however, when, after touring "a considerable part of London," he and his fellow-passengers were dumped at a central station near King's Cross.

There the Folkestone-bound trippers cooled their heels for nearly an hour and a half; but eventually they boarded another coach, and rolled merrily away at 10.15.

But the great tour of London had not ended. First a visit was paid to Charing Cross, to pick up more passengers, then Victoria was touched at for the same purpose. "At 11.30," wails our disillusioned reader, "we were still in Brixton."

However, in due course, the coach got well under way, and Folkestone was ultimately reached at 2.20. The passengers were instructed to be ready to return at 6.30.

When our reader and his companion presented themselves at the starting-point, a few minutes in advance of the time stipulated, they were surprised to see that an unkind fairy had waved a magic wand over their vehicle during their absence! They had come down in a modern, open coach; but they now stared upon an "antiquated vehicle, completely enclosed."

A bitter parting

They were naturally disappointed, but recalling that the Company's rules reserved the right to substitute vehicles if circumstances demanded a change, they bowed to the company's judgment.

But a further shock awaited them. They had come down together in reserved seats, but now the unkind fairy had allotted them separate seats at opposite ends of the bus, and as they had omitted to bring pocket telephones or Morse transmitters, it looked as if the return journey would be an unsociable one.

However, they thought perhaps the local manager could do something for them, so they stepped into his office. Nothing could be done, however, and when the crestfallen travellers emerged from the office they found that the coach had departed!

So they made the return journey by rail, and though they have since written to Cambrian Coaches on the subject, the company has simply replied to the effect that, after fully investigating the complaints, it regrets its inability to assist them in the matter!

This is only one of many similar complaints which have reached us in recent months, and which reflect badly upon the organisation of the company in question.

A Kensington reader, who booked return tickets from Westbourne Grove to Margate, thought that everything was going nicely until the trip was almost concluded. Then, instead of being set down at the starting point, he and his fellow-passengers were dumped down at the company's King's Cross depot.

It was 9.30 then, and the party were casually informed that if they cared to wait, there might or might not be a coach to take them on to Westbourne Grove at 10 p.m.!

As a matter of fact, they waited until 10.30, and then came the discouraging announcement that there would be no coach available that night!

"And so to bed!"

Now, Westbourne Grove is only a mile or two from King's Cross, and it is difficult to imagine why the original coach could not have carried the passengers on, when they were so near their goal. We all know that a wily horse will turn into his stable and refuse to go another inch, but this is the first time that the same wayward trait has been exhibited in a motor coach!

A Wealdstone gentleman booked seats by letter, enclosing a cheque to cover the fares. He heard nothing for three days, but on ringing up the office was informed that everything was in order.

The Rt. Hon. Wilfred W. Ashley, Minister of Transport

Later, he met a friend who thought he might join him on the trip, so they paid a visit to the office to try and get seats together. Somehow or other, the Wealdstone gentleman's cheque and order had been mislaid, but while the search was being made his friend secured a seat.

Alas! The cheque was eventually traced, but by that time the coach was full, and the gentleman who had written to book his seats days before was left behind!

It is easy to laugh at the mishaps and muddles which befall other people, but one does not expect blunders of the above sort on the part of a company which invites public patronage. Such inefficiency can be very serious for the travelling public, and we certainly feel that the Minister of Transport should call for a report on the matter.

A PUBLICAN on the PROWL

Whisky and a Dash—of Salt

BEWARE of Mr. Frederick H. Woods! He is a smartly dressed man of about forty, who stands nearly six feet in his socks, but who relies more upon bluff than bulk when dealing with a prospective victim.

Southend was recently favoured with his presence, and he cut an imposing figure as an affluent licensed victualler who, having sold his "shop" in London, was on the look out for another elsewhere.

His dream house

He soon became a familiar figure at most of the leading hotels in the locality, and in all the places he visited his manner was that of a fellow-publican. His story, as outlined by him in one well-known Southend lounge, may be taken as typical of his methods during his stay at that popular resort.

To the manager, whose confidence he had obtained, he mentioned that he had just disposed of the licence of a public-house in Rotherhithe. He had been some years in that neighbourhood, and although trade was good, the district did not suit him and he was most anxious to find a new house—at Southend for preference.

He fully agreed with the other's retort that a vacant "pub" in Southend was not easily found, and that even if he were successful it would most certainly cost him a "bundle" of money. Nevertheless he had not lost confidence and cash was no object so long as he got the place of his dreams.

Disarming suspicion

Papers he carried, which he showed quite casually as fellow-tradesmen are apt to do when meeting in this way, appeared to bear out all he said. But the inside knowledge of trade technicalities which Woods revealed in his conversation was in itself sufficient to disarm suspicion.

One morning, when the affable Mr. Woods was talking laughingly to the manager of the lounge in question about a certain local "shop in the market," he hinted that he would like to ask a favour.

An affable rogue

He was hoping to secure this new "shop," and, in dodging about from place to place he had run himself rather short of ready money. He was intending to go up to London, but he would be unable to call at his bank at Rotherhithe. In the circumstances, could the fellow-publican oblige him by cashing a cheque?

The lounge manager readily agreed to oblige him. Woods thereupon wrote out a cheque for a substantial amount and was handed treasury notes in exchange. Then, with a friendly expression of thanks Mr. Woods departed for town.

Two days later his cheque, drawn on the Rotherhithe branch of the Midland Bank, Ltd., was returned dishonoured. And soon a little enquiry revealed the fact that Mr. Woods had duplicated his coup in a most profitable manner by imposing upon several other local publicans. Nearly every one he had visited had cashed a worthless cheque to oblige their "fellow-licensee"!

Cut him short!

But by the time the police could be informed of his successful tour of trickery Mr. Woods was far away. Derby, in fact, saw him next, and he proved as charming as ever.

With cheques drawn upon the same bank, and through the medium of the same lying stories, he imposed upon local publicans with equal success, finally departing very much the richer for his visit.

Complaints, indeed, have been excessively numerous, and we hope that this exposure of Mr. Frederick H. Woods will be instrumental in curbing his fraudulent activities.

Audacious Government

CHEQUE FRAUD

A Slippery Seaside Swindler

A WORTHING shopkeeper was recently appealed to by a man, whom he knew by sight as a casual customer, and who was frankly perturbed at being unable to cash a cheque.

It was after banking hours, and the man, who gave the name of Charles Williams, apologised for troubling the shopkeeper. He would be very grateful, however, if the other could oblige him as he was badly in need of the money.

Without beating about the bush he volunteered the information that he was employed by the Luton Corporation and was anxious to get to London as soon as possible. He hastened to assure the shopkeeper, however, that he need have no fear about meeting his request as the cheque he wished to negotiate was not a personal one.

A disappearing rascal

It was, in fact, a cheque issued to him by the Ministry of Pensions in settlement of a pension instalment due, and could, therefore, be accepted without any suspicion. If such had not been the case he would not have dreamt of asking this favour.

He submitted the cheque for the shopkeeper's examination, and the latter saw that it was apparently genuine enough. It was drawn on the Luton branch of Barclay's Bank, and was stamped with the printed inscription: "Ministry of Pensions (Luton) Account. Certified for Payment." It also bore the signature "Walter R. Coleman, Paymaster."

In these circumstances the shopkeeper saw no reason to doubt the customer's integrity, and feeling that the cheque was quite in order, he handed over £9 17s. 6d., quite pleased to help a man whom he took to be a victim of the war.

Hitherto, Mr. Charles Williams had, as we have hinted, been in the habit of popping into this shop to make certain purchases; but having prevailed upon the shopkeeper's kindness in the above manner, he now repaid it by presumably transferring his custom elsewhere. At least, he never appeared again, and the reason for his absence became manifest a day or two later when the pensions cheque was returned through the bank.

Prompt denial

The shopkeeper was astounded at this turn of events, and when the matter was taken up with the Ministry of Pensions he received a further shock. The cheque, he learned, was not an official one at all.

Further enquiry eventually revealed the fact that the cheque was one that had been taken from a book belonging to a lady customer of the Luton bank, who had just previously reported that it had been stolen from her.

The Worthing shopkeeper is, therefore, the poorer by £9 17s. 6d., and can only fall back upon the doubtful consolation that he is not the only person who has been duped.

Several complaints have, in fact, been lodged with the police, as Williams has succeeded in negotiating quite a few of these stolen cheques, forged to suggest that they have emanated from the Ministry of Pensions.

At Bournemouth, for example, within a few hours of his Worthing coup, he called upon a shopkeeper, and, again representing himself as an official of the Luton Corporation, told a very plausible story.

The Rt. Hon. Major Tryon, M.P., Minister of Pensions

His wife was at present spending a holiday in Bournemouth he explained, and he himself had been engaged there for a day or two on official business. He had just received instructions to return immediately, however, and, as the banks were closed, would be obliged if the shopkeeper could kindly cash him a small cheque.

Watch out for Williams

The request was rather unusual, he knew, but it had occurred to him that some arrangement could be arrived at.

The cheque, he went on, was a Government one, drawn on the Ministry of Pensions bank at Luton, and though it was made out for £9 17s. 6d., he would only require £5 for his immediate needs and the balance could stand over until his wife came to do her shopping.

The cheque presented was similar in every detail to the one previously passed at Worthing, and, as in that case, the shopkeeper handed over the money without question. The cheque was subsequently returned dishonoured.

The truth is that he has somehow acquired a rubber stamp with the official inscription already quoted, the application of which naturally lends an air of authority to what might otherwise appear a transparent forgery.

After this exposure it is quite likely that Williams will steer clear of shopkeepers for a time and endeavour to negotiate his cheques in other channels. Everyone should therefore be on the alert against Williams, who is a sallow, sparsely built man of about thirty-six years of age, with a very prominent nose.

Beware of the

STUTTERING LODGER!

Foster's Carpet Sweep Up

THERE lives in a residential street off the main road at Putney a kindly widow whose softness of heart has been ruthlessly imposed upon by a young man who, unless he quickly mends his ways, will soon find himself in lodgings for which he won't have to pay even if he wants to.

Even as it is, if it were not for the fact that the widow is loth to prosecute, he would not long be spared his freedom.

George Foster, to name the wily schemer in question, looked apartments at the widow's home and took up residence with his young wife, a delicate little woman who was then expecting a baby.

He looked very respectable, did Mr. Foster. Of small build, aged about thirty, with a sallow complexion, he had a convincing way with him that easily deceived the unsuspecting landlady.

Plausible talker

He stuttered slightly when he spoke, and this was due, he explained, to the fact that he had been gassed during the war.

His eyes were as honest as the day; he was the last man in the world to be suspected of trickery and deceit.

In addition to which he was a plausible talker. He was, he explained to the widow, the possessor of a carpet-cleaning secret left to him by a relative, and he was anxious to find more capital in order to build up a thriving business.

He proceeded to advertise his need, and many callers arrived at the house to discuss the matter with him.

The widow was duly impressed by this activity, but as the weeks rolled on and, beyond the first week's rent, Foster had never again mentioned the question of money, she became uneasy.

And then it soon became obvious that the man was in sorry financial straits. There was not even enough to eat.

Persistent dunning

Pitying both him and his wife, the widow kept them on, sharing her food with them, too—a thing which she could ill afford to do.

Even after the wife's baby had been born in the infirmary her goodness of heart continued to expand.

Against her own rule of "no children" she allowed the baby to enter the house with the parents, and supported all three.

And how did Foster show his appreciation of such magnificent generosity?

He talked of cheques that never came. He spoke of money he was expecting, and, when he did lay his grasping hands on any, frittered it away. He even induced the widow to buy a shawl for the child.

He went further than that. He dunned her for money. He borrowed three pounds in order to get some of his possessions out of pawn—and then, within a day or two, pawned them again. But he did not return the loan.

Nor did his borrowing end within the house. There are others in Putney who know that to their regret. There is, for instance, a schoolmaster who is very sorry he ever listened to the wily Mr. Foster.

Scurvy trick

Work was the last thing that Foster wished to do. When he could not borrow or defraud he was sorely depressed.

Any sympathy that might be felt with the man vanishes when one hears of the last scurvy trick he played upon the widow.

Having imposed upon her good nature for about four months he stated that he had got a job in London, where he was going to live in. His wife went to relations (with a parting two shillings from the widow in her purse) and he went, so he said, to his work. He promised, of course, to meet his obligations when he could.

But when the widow went to the London address he had given her she found that he was unknown there!

Subsequently she encountered him in an hotel and he here begged her not to expose him. It says a lot for this splendid widow that she has resisted the natural temptation.

She has never received a penny from that day to this. Her loss is over £20.

A vanishing trick

Foster's plea of ill-fortune hardly rings true when we reflect, in addition, on his adventures in Brighton. Here, too, he proved himself an expert in "fading away." At least two landladies have no reason to remember him with affection.

His honest appearance and persuasive tongue, and the fact that he drove up in a car, were sufficient deception, and, needless to say, he did not drive away in a car, but vanished like a vision of the night.

Moreover, he has not hesitated to make capital out of his carpet-cleaning "secret."

To mention only one case, a Brighton man who answered one of his advertisements paid a deposit of £6 10s. on an investment with employment scheme, only to find that Foster was lying and that he had lost his money.

When last heard of, Foster was at Barnes, and if there still is, we trust, turning over a new leaf in an effort to meet his obligations before disaster overtakes him.

FLOOD DISASTER: *SCANDALOUS SEQUEL*

Driven Mad by Grief

MENTION has just been made in the press of the fact that funds for meeting the claims of people who sustained losses in the Thames floods in January last have been virtually closed.

In this connection Mr. Jacques Abady, the Mayor of Westminster, has admitted that nearly £6,000 of his £30,000 fund has not been allocated, and has stated that this balance will probably be utilised for sending poor Westminster children on holiday.

No one wants to deny that the latter object is a very laudable one, and one which deserves every sympathy; but the fact remains that it is not the object for which all these thousands were so generously subscribed, and any proposal to divert such a fund in this way must be very carefully weighed.

"I have satisfied myself that the sufferers from the flood in other parts of London have been relieved," the Mayor has declared; so we may also presume that he has satisfied himself in the same respect so far as his own Borough is concerned.

A word with the Mayor

We should therefore like to take this opportunity of reminding him of the plight of one Westminster victim—Mr. Alfred Harding, who, at the time of the floods, was residing at 8, Grosvenor Road, Westminster.

The great Thames floods are slipping away into history now, and tragedies which, at the time, were readily seized upon by newspapers as poignant front-page stories, are mostly forgotten by the public. But our readers may possibly recall the case of Mr. Harding.

When the floods engulfed his little home Harding rushed upstairs and succeeded in saving his wife and baby. He then went to the assistance of his four daughters, but by that time they were hopelessly trapped. He could hear them calling to him, but the water had risen to the top of the door, and though he dived in, it was useless.

A terrible tragedy

One of his daughters was an excellent swimmer and had won numerous certificates in her happy girlhood; but the window of the room in which she and her sisters were trapped was barred and there was no avenue of escape. All four were drowned.

Two of these girls had been wage-earners, and this family tragedy was, in fact, made a basis of the appeal fund which was subsequently launched for flood sufferers in the Westminster area. It provided good "copy" and, as we have already observed, generous sympathisers subscribed over £30,000.

But for Harding and his wife and baby the tragedy did not end with the terrible bereavement and the loss of their home. Harding himself was so affected by the sudden tragedy that he went temporarily out of his mind. Added to this dread sequel he lost a job that he had held for twelve years and was ultimately reduced to the dole.

And what has this unhappy man received out of the £30,000 fund—the fund that was specifically established to relieve distress amongst flood victims? He has been paid exactly £100, and though solicitors have taken up the case on his behalf every endeavour to secure any further grant has been met with refusal.

It may possibly be argued that the relief fund was only for application in respect of loss or damage to property, and that the loss of his four daughters does not give Mr. Harding any legal claim to additional relief. It seems terrible, however, to entertain such a quibble when considering a stark tragedy of this nature.

Even if we harden our hearts and rule out the two wage-earners and say that the survivors cannot be compensated on that account, there are other aspects to be taken into consideration.

An extraordinary position

There can be no disputing the fact that the grief and distraction following the tragedy were directly responsible for occasioning further loss, and it seems preposterous that it should be necessary to plead such a cause as this.

If the fund had been hard pressed it would have been quite another matter. It would still have been tragic, but at least it could be said that the best that available resources allowed had been done.

But, as we pointed out at the outset, there is actually a surplus of £6,000—or £5,998 to be perfectly accurate. And proposals are being entertained for diverting all this money into other channels!

Mr. Jacques Abady, the Mayor of Westminster

Surely the people who subscribed this money must be allowed some voice in the matter before such a step is taken?

We can hardly think that any subscriber will feel happy to see the flood fund swept away until every outstanding claim has been satisfactorily concluded.

Nor can we think that any one of the subscribers would say that Harding is not deserving of a further grant.

The uneasy thought must spring to all minds that if Harding has benefited so little from the fund, are there no similar cases of hardship worthy of reconsideration?

The whole matter should be most carefully reviewed before any attempt is made to divert those thousands from the purpose for which they were intended.

The position cannot be considered satisfactory until every penny subscribed by the generous public has been expended on the relief of the distress for which it was sent.

Faber's *false* Step

A Slick Racing "Specialist"

DESCRIBING himself on his business notepaper as a "racing specialist," an individual named Martin Faber is at present operating from an office at 23, Great New Street, London, E.C.4, in a manner which calls for some comment.

He recently addressed a circular to an Aldershot reader, in which he confided that he had just received "most exclusive information" to the effect that a horse named "Piltown" was regarded as a "real good thing" for the Hornby Handicap Plate at Catterick.

Mug-catching

This inside information was being volunteered free of all charge, but the recipient was invited to invest 5s. on behalf of Mr. Faber when backing the above horse and so qualify for the remainder of the "specialist's" occasional "one-horse specials" during the rest of the season. Mr. Faber, however, would expect the same reward for future winners.

This sounds very reassuring, but let us look a little more closely into Mr. Martin Faber's activities. The circular from which we have quoted was sent out on August 3, and on that very same day Mr. Martin Faber was busily issuing other circulars which intimated that he had a "real good thing" for the Hornby Handicap Plate.

A false step

There was a singular discrepancy in the "good thing," however, for while one circular confidently named "Brushwood Boy" another was equally certain that "Shiraz" would canter home an easy winner!

From this it will be seen that Faber is one of those ingenious gentlemen who make a practice of tipping every horse in a race, thus making certain of one winner in the day's work. In the present instance, though, he made a false step in sending more than one of his confident circulars to the same individual. Serve him right!

Slator, *the Slushmonger*

Bunkum from Belfast

BELFAST is a long way from Peckham, yet an enterprising gentleman in the former locality is anxious to enrol "home-workers" in the latter.

He is Mr. T. Slator, of Hinsdale Park, Belfast, but he chooses to trade as D. M. Thomas and Co., "printers and publishers," and first attracts people by means of advertisements which imply that £2 weekly can be earned, chiefly by writing.

Nothing for money!

Those who write for particulars are favoured with a printed circular letter which refers airily to "our latest scheme of postal commercial bureau work," and which requests a fee of 2s. for full copyright instructions.

One gentleman who foolishly sent 2s. received a slim, paper-backed pamphlet, entitled "Money-Making at Home," full of such inspiring slogans as "Be your own boss," "Secrets of Success," and "Money-making by Small Capitalists."

Actually, however, Mr. Slator appears to be another of those "secret formula" mongers whose chief aim in life seems to be to establish a chain of amateur chemists throughout the country.

In giving a formula for corn salve, he argues in its favour as follows: "Women suffer far more with corns and bunions than men. Then again, women are honest, and you can generally rely upon them."

By this he implies that the corn salve should be reserved entirely for a feminine market, as it can then be sent out "on approval" as a "sure winner."

Same old rubbish

Mr. Slator's pamphlet contains formulas for obesity soap, boot polish and beauty clay, and a "specialist's prescription" for rheumatism and gout.

What all this has to do with printing and publishing we fail to see. We trust that newspapers will close their advertising columns to Mr. Slator's most misleading announcements.

"It's the Tobacco that Counts"

Player's Please

PLAYER'S NAVY CUT.

REGD. No. 134,011

W.C.C.41

Player's "Medium" Navy Cut Cigarettes—10 for 6D., 20 for 11½D.

The GHOSTS of TEN YEARS

by His Grace the DUKE OF RICHMOND, D.S.O., M.V.O.

THERE are, possibly, many people in Great Britain to-day who feel that the time has come when all matters concerning the welfare of our great army of disabled ex-Service men can be safely left to the Government to deal with.

I am sorry to disturb such people's content. In my view, they are comforting themselves with an entirely false promise.

The Government admittedly has done, and is doing good work to alleviate the suffering and anxiety of our disabled men. The subject, rightly, has been lifted above Party politics, and I think that Parliament as a whole is eager to do all it can. But many of the problems arising are almost impossible to treat by Parliamentary legislation. They are problems that only the public itself can tackle.

Perhaps the two greatest of these problems are unemployment and housing. In the search for employment a disabled man is handicapped in ways seldom considered. Everything depends on the nature of his occupation.

It's up to you

A man who has had a bullet through his arm will find this disability negligible if he happens to be a clerk. But if he is a manual worker, using tools, his position is different. It is unlikely that he will ever find work again in his old occupation.

Similarly, a man suffering with slight shell-shock or some other nervous trouble can hardly expect to get taken on again in the building trade, if he happens to belong to it. He cannot be trusted to mount a ladder or work on a high scaffolding. A tuberculous man who has been a shop assistant cannot go into any indoor occupation again, except at his own, and at other people's peril.

The point I would make here is that a physical disability of 10 per cent. may represent an industrial disability of 100 per cent. The Government grant such partially disabled men pensions commensurate with their disablement, and, in the circumstances, it is difficult to see what more it could do.

But the public could do a great deal—and by the "public" I mean local authorities, employers, trade unions, and workers themselves. A little interest and sympathy go a long way, while indifference often leads to serious consequences for those men. The social hardships forced on them through unemployment sometimes end in their becoming completely disabled.

They want work

Thus a man, pensionable as a bronchial case, may, through enduring bad living conditions and lack of proper nourishment, become tubercular. The worry and distress of unemployment may easily turn a case of slight shell-shock into one of acute neurasthenia, or even insanity. Without employment these men find it impossible to live on their pension, and many of them are too independent to ask for help elsewhere.

And the greater a man's disablement the keener he is to work. I think it is true to say that the disabled feel unemployment more than do the fit. The former realise that usually they are without work because of their disablement. This makes them feel derelict and useless and their self-respect suffers.

They are eager to overcome their feelings of physical humiliation by working and justifying themselves as useful and active members of the community. They want to forget their disablement and lose the sense it brings of physical inferiority. We should remember that the majority of these men were cut down in their youth.

If anyone is foolish enough to doubt the keenness of disabled, and especially completely disabled men to work, he has only to visit one of their hospitals. To mention one whose interests are an intimate concern of mine, the Queen Alexandra Hospital Home for Discharged Soldiers, at Rochampton, the men there work at occupations ranging from gardening to upholstery with a diligence and efficiency that would do credit to the ablest workman. There is no compulsion, the work is entirely voluntary.

Their greatest punishment

The query was once put, I understand, in a certain sanitorium for disabled ex-Service men as to how the inmates were punished if they broke any regulations. The answer was that the greatest punishment that could be inflicted on such men was to prevent them from working!

I appeal to the public, therefore, to do all they can to find work for unemployed disabled ex-Service men. I know that employment to-day is hard enough to find even for able men, but we often hear of firms finding employment for good footballers, musicians and cricketers to obtain their services in the social side of the firms.

Why cannot jobs be found in such firms for disabled men? King's Roll Committees are spread all over the country and employers will encounter no difficulty in getting into touch with disabled unemployed in their district.

I would specially make an appeal to Local Authorities to undertake the task of founding, where possible, village settlements in their areas for disabled men. Such settlements are permanent municipal assets and they would go a long way towards easing the housing problem.

Few of these men can afford to buy a house and usually they are compelled to live in surroundings bad for their health. What is the use of treating these men in hospitals and then discharging them to a slum? There are certain diseases the victims of which are discharged with the request to seek "light work in the open air." Such work is almost non-existent.

A few months of searching for it, coupled with bad living conditions, sends the men back into hospital again, a source of further expense to the country. All this could be avoided.

We have our garden cities for the fit, why should we not have village settlements for the unfit? When the war generation passes away their places in these settlements can be taken by others. Tuberculosis alone is killing 40,000 people a year.

The settlements could be run on self-supporting lines. Industries could be encouraged and proper medical supervision provided. We have the example in the settlement for tuberculous ex-Service men and others, at Papworth. Two hundred and fifty consumptives are employed there and every one is a case that requires unremitting medical attention.

Self-supporting settlements

Yet in spite of this, and in spite of lack of capital, the twelve industries running at Papworth do not lose money. A similar settlement at Enham for other disabled men is also maintaining itself.

There is room for infinite extension in these places and there is no limit to the good work they could do if only sufficient funds were available. Local Authorities who care to start these settlements will be providing attractive and sheltered

His Grace The Duke of Richmond

conditions in which subnormal people can work and by their work contribute as far as possible to their own support. Is this not better than charity?

The welfare of our disabled ex-Service men should be a matter of concern to every one of us. It is not only our duty to assist them as much as possible, it is also our privilege. The public memory is a notoriously short-living affair. Benefits received are rapidly forgotten. But we must not forget.

Duty and privilege too

It is a melancholy reflection that only ten years after the war so many of disabled men are in a bad way. We are all of us familiar with the man who is afraid to go into hospital in case he loses his job. He sticks his suffering, just as he stuck it in France, disdaining to leave his job to others and go along to the doctor. Such men should not be afraid of losing their job if they go back to hospital.

If the community would stir itself to take an interest in the cause of disabled men, proper protection for them would be forthcoming. Trade unions, perhaps, could do something here. The man has to go back to hospital eventually, and usually his condition is far worse than it need be.

They must not be forgotten

At least, our disabled should not feel themselves to be more handicapped than they already are in civilian life. Sporadic outbursts of sympathy are of little use to them. In any event, sympathy is repugnant to most of these men. They do not want our pity. They want our interest, which is the chief means whereby they are enabled to live and work as useful citizens.

During the past three or four years it has been my privilege to appeal to the public for funds wherewith to provide a month's holiday at the sea for some of these men. The response has been generous, and, needless to say, the men have revelled in their change. But let us go further in our efforts to look after the "boys" (as they call themselves) who looked after us in those dark days when:

> "They went with wings to the battle,
> They were young, straight of limb.
> True of eye, steady, and aglow."

It is different with them now. *So* different, that surely no emphasis is needed on my part to urge all classes of the community for whom that youth and straightness of limb were sacrificed to see to it that they be not forgotten.

CANDID COMMUNICATIONS

Outspoken Messages to Celebrities, Notorieties and, occasionally, Nonentities

To the Rt. Hon. STANLEY BALDWIN, M.P., Prime Minister.

DEAR SIR,—Though I, with you, urge upon employers not only to maintain their present staffs but also to take on more if possible, I regard the fact that the Prime Minister had to make such a plea as a condemnation of the Government of which he is the head. A whining appeal to individual effort is a poor substitute for wise statesmanship, and I advise you to give serious thought to this grave problem while you are recuperating in the sunshine. JOHN BULL.

To the Rt. Hon. NEVILLE CHAMBERLAIN, M.P., Minister of Health.

DEAR SIR,—The National Health Insurance Act lays it down plainly that insured persons shall receive "all proper and necessary medical services, and proper and sufficient medicines." In face of this I hold that any attempt to limit the cost of such treatment by compelling doctors to prescribe cheaper and less-efficacious drugs is openly to flout the will of Parliament. That such pressure should emanate from your Department is a scandal and a shame. Indeed, the whole administration of National Health Insurance is a scandal. Kindly look into it—and alter it. JOHN BULL.

To the Rt. Hon. Sir A. STEEL-MAITLAND, M.P., Minister of Labour.

DEAR SIR,—A man who worked for forty odd years as a miner, and who later invested his savings in a fried fish shop, which failed, has been refused the "dole" on the grounds that he voluntarily gave up his insurable employment. On the other hand, a man who came out of prison twelve months ago after serving three years' penal servitude, since when he had done only eight weeks' work, has been granted unemployment pay with full arrears. I suggest that something should be done to render impossible the repetition of such an absurdity. JOHN BULL.

To Mr. A. M. SAMUEL, M.P., Financial Secretary to the Treasury.

DEAR SIR,—You told Parliament plainly that the Government pledged its word not to dismiss ex-Service men to make room for others; nevertheless I learn that the Ministry of Labour is offering 300 posts to very young men and women, though a while ago this same Department got rid of 122 ex-soldiers. What excuse have you to offer?

JOHN BULL.

To Sir GEORGE NEWMAN, Chief Medical Officer of Health.

DEAR SIR,—In you the open-air school has an eloquent and weighty advocate, and if you can bring the authorities to realise the folly of "economy" in this direction you will have achieved something of real national service. Also, you insist on systematic nurture, which should begin before birth. I'm with you all the way.

JOHN BULL.

To the Rt. Hon. PHILIP SNOWDEN, M.P., St. Ermin's, Caxton Street, S.W.

DEAR SIR,—I agree that Mr. Baldwin's efforts to run with the hare and hunt with the hounds with reference to Protection is a pitiable exhibition, and if, as you suggest likely, he should excuse his breach of faith by repeating his flippant remark as to the "many-sidedness" of truth, electors must let him see plainly that they at least recognise a lie when they see it. JOHN BULL.

To Mr. HOOVER, New York.

DEAR SIR,—Your public announcement that the foreign policy of America is one of peace, with no hates, no wish for further possessions, and harbouring no military threats, gives a good lead to the world move towards disarmament. The wonder is with all this friendliness about, the business does not proceed at a brisker pace. Words are cheap. What is needed is a bit more practice of what is preached. JOHN BULL.

To Mr. J. BATCHELOR, Chairman, Eaton Bray (Beds) Rural Council.

DEAR SIR,—As you point out, one case of swine fever will quickly bring officials by the dozen upon the scene, and the movement of an affected animal is followed by speedy punishment. Yet there is apparently no law to stop forty children sleeping in a house infected with diphtheria. We do some crazy things. JOHN BULL.

To the ECONOMY COMMITTEE, Merthyr, Wales.

GENTLEMEN,—In the sacred name of "economy" you purpose excluding children under five from your schools. Tots of this age and under are better at school than in the streets exposed to the danger of the traffic. You hope, if your suggestion is carried, to effect a saving of £2,000 per annum. That the welfare of children should be considered by you as of less value does not speak well for your hearts or heads.

JOHN BULL.

To Mr. JOHN BUCHANAN, Chipping Norton.

DEAR JOHN,—Born without hands, yours was a problem indeed for a fellow to face. It puzzled your parents and the officials of the National Children's Home and Orphanage whither you were sent. You solved it. Learning to hold a pencil you design cards of such exquisite beauty that the Queen ordered many for her own use, and when you recently won a prize in a competition for industrial designs the judges did not know of your disability until later. Wonderful!

JOHN BULL.

To Mr. HENRY BUTTERFIELD, Foreman, Ponthenry Colliery.

DEAR SIR,—Among other brave rescuers when gas filled a seam you risked your life. You dashed into the foul atmosphere, and on your way down assisted workmen whom you found lying about and having pulled them to safety came across a dead man and boy, but still pressing on found still another whom you were able to bring down. You are indeed a man. JOHN BULL.

To Mr. J. H. WHITHAM, Secretary, Cutlers' Company, Sheffield.

DEAR SIR,—Because an Act of Parliament passed in 1770 says a meeting must be held on the first Monday in August to select eighteen assistants, and because it would cost £800 to get the Act altered, you wait drearily in the Cutlers' Hall every August Bank Holiday for people who never turn up. The farce illustrates to a nicety the absurdity of sticking to outworn laws that need quick, cheap machinery for scrapping.

JOHN BULL.

THE WARNING SHADOW

(The Peace Pact will be signed in Paris on August 27)

Straight from the Shoulder

Mr. SINCLAIR LEWIS:—"It is the villages which keep alive the soul of England."

Then she is in sad danger of losing her soul.

• • •

Mr. BALDWIN:—"Without a soul, even democracy will make men as the beasts that perish."

Even more true of Governments.

• • •

Mr. LLOYD GEORGE:—"The rating scheme will never fulfil the purpose for which it is intended."

Oh, yes, it will. What it won't fulfil is the purpose it was pretended to be intended to fulfil.

• • •

LIEUT.-GEN. SIR WARREN H. ANDERSON:—"The Army refuses to be regarded as a chute discharging an annual stream of unemployables."

In that case it's a pity there are so many unemployed ex-Service men staring it in the face.

The Truth About Things—by the Editor

The LAST BLOW at MURDER

Statesmen Who Must Go

THE PEOPLE WILL WIN!

ON August 27—next Monday—the Peace Pact will be signed in Paris. As Mr. A. G. Gardiner rightly says, "It will either live in history as the greatest and most solemn collective act of mankind, or it will live as the most portentous sham ever perpetrated."

Which is it to be? It depends entirely on you. Each man and each woman has as much responsibility as any other, not alone in this country but in every country.

The Peace Pact is going to be signed simply because the common people of all lands made it overwhelmingly clear that it must be signed. These same millions must now make it effective.

How can it be made effective? There is only one way, the way that JOHN BULL was proud to point out nearly a year ago. We said then, as we repeat to-day: "*We shall never abolish war until the peoples of all nations flatly and finally say to all those who have it in their power to provoke war, 'We will not fight.'*"

Even a Sunday newspaper put it bluntly only the other day when it said: "The only valid way to prevent war is for the ordinary people to insist on the downfall of every man in a position of responsibility and authority who is not a convinced pacifist."

AUGUST 27 must be more than a mere day of rejoicing for the people who, even now, are dreading that some day their children will be torn from them to be mangled on some foreign battlefield.

It must be a day on which the millions of people to whose united will even statesmen must bow take, individually and separately, a solemn pledge that they will not support any kind of war in the future, that they will not fight in any sort of war in the future, and that so far as they are concerned they have finished with war for ever.

If people refuse to fight there can never be war. It is one of those simple things that it took a world disaster to get into people's heads.

Already the movement of personal resistance to war has grown to a surprising extent. For some time there has been in existence a War Resisters' International, with adherents in no fewer than nineteen countries pledged to the simplest of all declarations—"War is a crime against humanity. We therefore are determined not to support any kind of war, and to strive for the removal of all causes of war."

In most of these countries not a few have laid down their lives for their faith. More have been in prison and are still in prison. But it is a movement that will grow until it has swept into oblivion those who still pin their faith to murder as a solution of international difficulties.

It is a movement that JOHN BULL will foster by every means in its power. Whatever else we may strive to do, we are determined that we shall leave nothing undone that can help to remove for ever the fear of another war.

WE most earnestly invite every one of our readers to write to us and tell us what they are prepared to do to help us in this fight. We appeal not only to our readers in this country but to our readers throughout the world. Young or old, men or women, we want their views and their ideas. We want their co-operation.

Next week is one of those crises in the history of the world that will, within our lifetime, affect the lives and destinies of every one of us.

It is an opportunity that we mean to snatch and push to the uttermost. It is not statesmen and diplomats who can make the Peace Pact a living reality, it is ordinary men and women. While the war-mad statesmen are playing at organising death we must be working at organising life.

It is no longer a question of fear between nation and nation; it is the much more deadly struggle between peoples and their statesmen.

But if there is one thing of which we are more confident than another, it is that the peoples will win.

Mr. H. G. Wells, who publicly advocates personal resistance as the only real way to stop war

A COLLAPSED *BALLOON*

Dirty Tricks on Deserving Men

IT is almost beyond belief, still so fresh is the occasion in living memory, that fourteen years have passed since there was a call to arms in this country.

The call was a skilful one, designed not to appeal to the cupidity of men, but to all that was home-loving, chivalrous and best in their nature. Thousands of men left their own homes and families to rush, as they thought, to the protection of others who were threatened.

Even more skilful was the warm assurance they received that in all these things they would be "looked after." From every recruiting platform and from every recruiting pulpit the promise was given. They had to go, in God's name, and when they returned they would be found work. If, unhappily, "anything happened to them" their dependants would not be left in want.

The obligation has not been discharged. So far as the Ministry of Pensions is concerned the treatment meted out has been disgraceful.

Instead of attempting to stretch the provisions of the Royal Warrants to their utmost limits, the Ministry has gone out of its way to interpret them so as actually to prevent applicants having their cases properly considered. It has issued Departmental instructions that have robbed ex-Service men of thousands of pounds.

We have worked hard, and continuously, to gain ex-Service men their rights. It is heartbreaking to find them living in such abject poverty that the smallest pension would be regarded as incredible good fortune.

To make matters worse, an early date is fixed for considering the matter ended. The "concessions" by which special cases could be considered have proved practically worthless. Thousands have missed the chance merely because they were not told their cases could be reviewed, and although a New Royal Warrant issued in 1919, raising the rates for certain types of amputations, ought to have done it automatically, Major Tryon, when asked in Parliament, definitely refused to issue the necessary instructions.

The Ministry is pursuing a steady policy of depriving pensioners of their rights by every means in its power. The thing is a national scandal. The Government must institute a full enquiry into the position at the earliest moment.

We can provide it with plenty of evidence.

SAVE the Children!

WE have heard a lot about street traders lately. We have always defended the barrows. They make a patch of colour in dreary streets. They are convenient and not infrequently provide harassed men with means of gaining a decent living.

Nor have we any sympathy with those who would harry such men from pillar to post while real criminals slip away and elude the attention of the police.

But this applies only to adult street trading, for with children the case is far different. It has been left to Scottish magistrates to point out what a lot of harm is being done to young people who engage in this pursuit.

In a Departmental Report entitled "Protection and Training" they find that a large amount of juvenile delinquency is actually caused by street trading. It demoralises youngsters. It is a loose occupation in which they are tied neither to time nor place. They undergo no sort of discipline.

Street trading deprives the boy or girl of control and guidance at the very moment when these are most important. It exposes them to the demoralising influence of the street corner.

And, in the words of the Chief Constable of Glasgow, "It turns the alert and often purposeful product of the school into the dull and unhopeful loafer to whom regular employment makes a steadily less and less welcome appeal."

Bad as this is, it is not as bad as leaving a boy or girl unemployed. The remedy is training for better employment, and where necessary with maintenance until it is found.

That TRAGIC AIR RAID FARCE

by E. ROFFE THOMPSON

The Rt. Hon. Lord Eustace Percy, P.C., M.P., President of the Board of Education

DURING the last week hundreds of thousands of pounds of public money were wasted in demonstrating to the inhabitants of London that there is no adequate defence against a determined air attack. Money was poured out like water on this lunatic business. The Air Force was given a free hand and "damn the expense."

At the same time the Medical Officer of Health for Monmouthshire was stating that nearly 2,000 children attending Monmouthshire schools were subnormal owing to malnutrition.

It does not sound so bad put that way. There are probably quite a lot of people who do not know what "malnutrition" means. It means that day in and day out, week after week, these children cannot get enough to eat. It means that they are always hungry; it means that they are slowly wasting away through sheer lack of food.

It doesn't sound so nice put in quite simple English, does it? In one district alone eighty-eight children out of 257 are definitely subnormal through this one cause. They are, that is to say, backward in mind, wasted and wizened in body, simply because their parents cannot afford to buy them enough bread.

Poor murdered mites!

Last year, while the infantile mortality rate for England and Wales was seventy per thousand births—and heaven alone knows what we are doing to allow it to be even as high as that—the infantile mortality rate in Blaenavon was the monstrous one of 132 per thousand births.

Just think of that! Out of every thousand babies born in Blaenavon last year 132 died almost at once because their poor little bodies were starved as their mothers' bodies had been starved for months beforehand. They could not live because they had not sufficient life in them to take a grip on things. If ever babies were murdered these were.

There is really no excuse whatever for any baby to die. There is certainly not the least shadow of an excuse if we allow a single baby to die because we have allowed its mother to starve.

A monstrous "No"

And despite all this appalling misery the Board of Education has refused to meet a proportion of the cost of feeding these subnormal and starving children. That is what sticks in my throat. Try as I will I cannot put my mind in the position of these Whitehall mandarins who coldly and callously say "No" when it is a question of spending a few hundred or a few thousand pounds to prevent little children being slowly starved to death.

A man must have a mind that is something less than human if he is prepared to spend thousands of pounds on such lunacy as mimic air battles over London and refuse to spend a few hundreds on saving the lives of children, helpless innocent children, whose only fault is that they happen to be born of poor parents instead of the wives of Cabinet Ministers.

Anyone might be excused for thinking that a wave of insanity had engulfed the entire nation when they see hundreds of thousands of pounds spent on the careful breeding of race-horses, when they see infinite care and the whole resources of science placed at the disposal of a farmer who wishes to breed prize cattle, and at the same time they see less care being taken over the breeding and upbringing of the nation's children than is taken by a boy with his pet rabbits.

Are we mad?

What may be done with children when a little care is exercised has been astonishingly demonstrated recently at West Bromwich. There, in an infants' school, seventy-six children were divided into two sets. One set was taught in a room the windows of which were made of vita-glass, which let in the health-giving ultra-violet rays of the sun, and the others in a room paned with ordinary glass which cuts off these rays.

In twelve months two of the children who were given all the sunshine they could get gained 5¼ lb. and 6 lb. in weight respectively, and 2¾ and 3 inches in height.

It just shows what could be done if we liked. It just proves that there is not the slightest necessity to let children become ill-nourished, much less to let them die in infancy. What one man did and what one headmistress can do, a whole nation can do if it ever regains its lost senses.

When £800,000,000 a year is ground out of the taxpayer it is no good pretending that we cannot afford these things. We can afford all these and more. But we must not continue to allow those who so grossly misgovern us to pour away nearly three-quarters of this colossal sum on war.

You cannot spend the nation's money in destruction and expect to find it still there for creation.

Keep on kicking!

As I write I can see out of my window a newspaper placard screaming "How We Bombed London"! That is the sort of thing that our newspaper magnates appear to think will interest the people. It must be very comforting to parents who do not know where the next crust of bread is coming from to feed their children to read of all this waste and futility! Personally it makes my blood boil. It makes me want to go out and smash something.

It makes me want to take our Cabinet Ministers and our politicians and, in the homely language of the North, "jowl their heads together." Even if I did I don't think I could hurt them much. They seem to be made of material as hard as their hearts. It might do them good, nevertheless.

I would rather like to take our newspaper magnates and subject them to the same treatment, for if, instead of a placard "How We Bombed London," the cities of this country were flooded with placards about the 2,000 starving children in Monmouthshire, not even a bone-headed bunch of alleged statesmen could for long resist the public indignation that would be aroused.

I blame our newspapers almost as much as I blame our politicians, for there is no country sounder at heart than this; there are no people in the world more savage at any wrong than the English, when once they know about it. The majority of people are apathetic because they are ignorant.

A million and a quarter people are not ignorant any longer. If they all take the trouble to insist that their Members of Parliament do something it will not be long before something is done.

SOULS

IN the stream of muddle and despair, the Government flounder as they see the unemployed tide rising. It grasps as at passing straws. Transference Boards, Appeals to the Dominions, Canadian Harvesters, Migration, and all other futilities, trying everywhere and anywhere but our own country. One would think we occupied a barren land where toads croaked desolation.

Mr. G. D. Hardie, M.P.

The cry is for markets, yet this omniscient Government fails to realise that our unemployed army is a home market. It wishes to send that market to any country that will take it. Yet wherever they are they will require food, clothing, and shelter, and these demands are the foundation of all markets.

The land in other countries is not better than our own, nor can they compete with our organised powers to improve its productivity. By fertilisation wonders can be worked.

Visitors to this country, qualified to speak with authority, say no other country has the same opportunities in land cultivation. Yet we are faced with the spectacle of lands half the year under water, because of bad drainage, lands overgrown with bracken and thistle, to make a shooting ground for a few rich to play for a few weeks per year.

Even as our unemployed numbers grow, the area of cultivation becomes less. There are 600,000 acres less under cultivation to-day than four years ago. Think that over. Four years only!

THERE were over 1,000,000 cuts of meat less produced in this country in 1927 than in 1926, and the unemployed increased. In 1871 we had 3,571,891 acres under wheat. In 1923 we had dropped to 1,790,000 acres. It has not been an effort to increase cultivation, and take more from our land. The whole evil plan has been to take less. And the nation that throttles its land power is doomed.

Even in meat production we get a like result. Forty years ago, there were reared 74 pigs per thousand population. To-day there are only 34.

The TIGER in the DOVECOTE

by A. G. GARDINER

THERE will be a memorable scene in Paris next Monday. On that day the representatives of the Powers will meet to sign the Kellogg Pact outlawing war.

The occasion will be memorable in any event. It will either live in history as the greatest and most solemn collective act of mankind or it will live as the most portentous sham ever perpetrated.

Which is it to be? If the issue depended on the wishes of men the answer would not be in doubt. Everybody in his senses would rejoice if he could feel that from Monday next the shadow of war would be lifted for ever from the world.

It would change our whole attitude to life. We should look into the future unafraid. Instead of spending our treasure on wasteful armaments for the potential destruction of each other we should be able to employ all our resources in raising our standards of living.

We should have got rid of hate because we should have got rid of fear which is the mother of hate. The husbandman would be assured that he would reap where he had sown and the mother would look upon her children without the dread that they were only ripening for the harvest of the battlefield.

Yes, if the wishes of our hearts prevailed, next Monday would be the most blessed day in human history—but it cannot become that by a mere declaration. The declaration is an act of faith which we must embody in deeds. And it is when we come to what is being *done* that we feel less confident about what will be *said* at Paris next Monday.

A house of cards?

I will leave aside the deplorable reservations which England and France have made to the Kellogg Pact. Those reservations have alarmed American opinion and have played into the hands of Mr. Kellogg's enemies who are calling upon the Senate to refuse to ratify the Pact. If that happens the whole scheme will collapse like a house of cards and the position will be worse than if the Pact had never been proposed.

I will leave aside, too, the deplorable suggestion that British troops are to take part in the French army manœuvres on the Rhine. That such a proceeding can even have been contemplated is monstrous.

Public opinion in this country does not want military manœuvres on the Rhine. It holds that the time has come when foreign troops should be withdrawn from the Rhine.

Tell us the truth!

What is the use of talking about outlawry of war at the very moment that hundreds of thousands of French soldiers are engaged in sham battles on German territory? Can any more provocative act be conceived? It is ten years since the war was over. Is this outrage to go on for another ten years, for twenty years, for ever? If so, the declaration of next Monday is mere waste paper.

But there are still more ominous things behind. On the eve of the prorogation of Parliament Sir Austen Chamberlain announced a new naval compromise between Britain and France. He did not condescend to enlighten us about it. We are left to learn from the Paris newspapers what the new deal means. With unanimous voice they declare that we have come to heel again.

M. Leygues, the French naval minister, assures his public that the French have sacrificed nothing of their security. They are building the most powerful ocean going submarine fleet in the world—a fleet that will hold the existence of this country, which lives by its sea-borne food supplies, at its mercy—and there is no indication that that immense programme will be diminished by a ton.

But for such concessions as they have made, the Paris Press claims that we have swallowed the French demand that no disarmament proposals shall affect the French reserves. That is to say, while Germany is to remain disarmed for ever and ever, the whole French manhood is still to pass

The Rt. Hon. Sir Austen Chamberlain, M.P., Foreign Secretary

through the barracks that form the most powerful military despotism that has ever been seen in Europe or the world.

An incredible betrayal

I do not believe we have been guilty of such an act of incredible folly and betrayal, but the claims of the French throw a disquieting light on the spirit in which they will sign the outlawry of war next Monday. Their modest policy is to outlaw war by establishing a stranglehold on Europe. If no one can raise an army except ourselves and our allies, they say, we shall abolish war by having no rivals.

Not even in the days of Napoleon was France so dominant in Europe as she is now. Her land army is greater than it was before the war. Every adult Frenchman is a trained soldier. She draws on the countless hordes of Africa for her reserves. She controls the armaments of her allies, Poland and the rest, who envelop disarmed Germany in a prison of steel bayonets.

She is as powerful in the air as on land. She has outstripped all competition.

At sea she is concentrating on submarines, and both at the Washington Conference and ever since she has steadily refused to permit this weapon to come within the limitation of armament.

Half of her ninety ocean-going submarines are already constructed or under construction, and it is folly to ignore the fact that she holds the food supplies of this country, and therefore the life of this country at her mercy.

Headlong for disaster

We cannot dissociate this overwhelming military power from the dominion that France has established over us in the diplomatic field. Part of that dominion is due, no doubt, to the weakness of Sir Austen Chamberlain who has come to approach every issue as if he were the voice of France instead of the voice of England.

But conceal it as we like, it is the power of France that is dominating our policy and reducing us to a mere echo of her edicts. And France knows it, however much we may pretend not to know it.

This is a most perilous situation. It is idle to suppose that the peace of Europe can exist on these terms. Either France has to disarm with the rest, or Europe is heading for another inevitable disaster.

These things need saying. They need saying especially at this moment, if the ceremony at Paris next Monday is to live in history as a beneficent reality and not as a sham at which posterity will point the finger of derision.

EXILE

by G. D. HARDIE, M.P.

Yet in 1924 we imported nearly eight million cuts of bacon!

A FIFTH of Scotland has been cleared of human beings to give place to sport, and this has enormously increased the unemployed in the cities. How can any Government that permits such crimes expect to succeed? Thousands of names are listed, waiting for a small holding; some have waited for years. Those who have got them are producing well, but are robbed in that gap between producer and consumer. Yet the Government will not even in this practical work give the slightest protection to the producer.

It is, however, going to send out Lord Lovat to the Dominions to discuss migration. That would be all right if we had not a yard of land out of cultivation. It would be well spent money if the Dominions were yearning for us to go out.

But they are not. They are not prepared to absorb by a general scheme, but strictly confine their entrants to young, able-bodied, and mostly single persons.

While we neglect our own cultivation of land, we are now putting forward as a great brain wave the sending of 10,000 men to gather harvests in Canada. It is lauded as if it were something of a permanent character, instead of a passing harvest time in a far-off land. There is no guarantee to the emigrants.

The following is taken from a statement issued on August 4 from the Overseas Settlement Department to Members of Parliament:

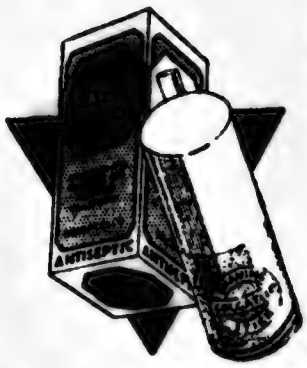
(*a*) Strong preference for men from mining areas; (*b*) Must be used to hard manual work; (*c*) Ages between 18 and 40; (*d*) Single men preferred; (*e*) Harvesters' wages £3 to £5 per week, plus keep; (*f*) No promise of a definite rate of wages should be made to anyone; (*g*) Special fare each way £12.

THOSE who cannot pay this fare get a free grant of £5 credited to the shipping companies, and from the employment exchange an advance of £10 in the form of a warrant on the shipping companies. Also two money orders to be issued on the boat: one 5 dollars to be cashed in Quebec, the other, 10 dollars to be cashed at Winnipeg.

Not a word of guarantee by our own or the Dominion Government! It is a question of chance so far as the job is concerned. It is stupid to spend money to supply labour for another country's land produce while we neglect our own.

The experience of the past does not fill anyone with hope. When will the British people take their eyes from distant lands with doubtful hopes, and look at their own and get to business?

A shave you'll enjoy



Have you tried Colgate's yet? If you haven't, you've still got something to look forward to. Colgate's Shave Stick gives you perfect shaves and plenty of them. Get yours right away.

Shaving Stick & Refill - 10d.
In bright nickel box - - 1/-
Handy-Grip Stick - - 1/3

COLGATE'S
SHAVING STICK
Softens every single hair

Its flavour wins favour

Order HOVIS as a change and you'll eat it as a habit.

HOVIS
(Trade Mark)
Best Bakers Bake it
HOVIS LTD., LONDON, BRISTOL, MACCLESFIELD, ETC

THE BOOK *that is* *RUINING BRITAIN*

by ERNEST BROWN, M.P.

NEARLY seven million families in Great Britain have in their homes the world's worst book. They cannot destroy it, because as well as being a printed nightmare it is their security. Periodically it is brought out for inspection, and periodically it raises in its owners the worst form of futility—worry.

It is the rent-book. If you don't own your own house, then you have a copy. Every week, or month, or quarter, you give it to the landlord, who gives it back to you marked only with a further payment. Often have you totted up the figures. And what have you found? That you have easily paid for your house, but that it no more belongs to you than it does to the man next door.

Paying for nothing

Here is an example. A man takes a house the same year in which it is built—1900. The house costs the owner £400. Until 1918 the tenant pays 10s. a week in rent. From 1918 to the end of 1927 he pays 14s. a week. A simple sum, and it will be seen that he has given in rent no less than £795, or almost enough to buy the house twice over.

This is an actual example, and has been chosen haphazard. Other examples could be given where tenants have given landlords four times the value of their houses.

The rent-book as the instrument of many rapacious landlords, has done more to breed "soulless sunless slums" than anything else. While it is a convenience it is also a curse. It is the modern financial treadmill.

It has hindered moral, physical and national progress, and it has made houses incapable of being translated into homes. It has brought overcrowding, and all the social evils that attend overcrowding. It has shackled men and women with its insistency.

If there is any book that should be banned, it is the rent-book. Its circulation is more than any best-seller, but it *can* be brought down to the scale of a "remainder."

A monument to brains

How? The answer is simple: By building societies. Since they have been in existence, building societies have enabled 2,000,000 families to become home-owners, or in other words, they have successfully ousted 2,000,000 rent-books. But that is not all. They have fostered thrift and economy, two things on which the stability of a nation rests.

The achievements of the building society movements are without parallel. They are a living monument to the brains of Britain.

Here are some figures: The membership of the societies, according to the latest returns available, is 1,257,100, exclusive of depositors. There are no fewer than 500,000 depositors, making a total of well over 1,700,000 individuals directly interested in the movement. The total assets amount to £193,856,000. Many of the societies have never taken a penny from their huge reserves, a striking illustration of their strength.

What building societies have done for others they can do for you. They will help you to buy your own home, and they will see that it is worth what you are paying for it, and that the payments are easy payments.

It may be as well to explain building society procedure. First building

Mr. Ernest Brown, M.P.

societies do not build houses. They simply supply funds to others for the purpose.

As easy as anything

Those funds are received from the public either for deposit or for investment in shares. The difference between the fixed rate charged to borrowers and that paid to investors forms the margin out of which low management expenses are paid and reserve funds accumulated.

A borrower frequently pays but little more than he would pay to a landlord as rent, and the house becomes his own without strain either on his purse or mind.

Societies usually advance up to 75 per cent. of the appraised value of the property mortgaged, the loan to be repaid in equal monthly instalments spread over a term of from eleven to twenty-one years, in accordance with mutual agreement. The repayments include current interest (usually at 5 per cent. or 5½ per cent.) on the money advanced and a sum over and above the interest applied to the steady reduction of the principal. With each payment, therefore, there is a wider margin between the sum borrowed and the sum owing. In other words, while the borrower is living in the house, he is gradually becoming part-owner, until, with the payment of the last instalment, he becomes sole owner.

Wake up! Wake up!!

There are certain facts, not generally known, in favour of building societies. One is that they are controlled by Acts of Parliament which safeguard the borrower. Mortgages cannot be called in so long as repayments are regularly paid—a distinct advantage when it is remembered that ordinary mortgages are liable to be called in for repayment on giving three months' notice.

Another good feature adopted by many societies is the suspensions of payments in the event of distress or unemployment.

Without Government aid, building societies have rendered national service in the crisis raised by the house famine. The leaders of the three great political Parties write to pay tribute to the movement.

One of the best features of the Act of 1923, introduced by Mr. Neville Chamberlain has the power given to local authorities to co-operate with building societies. They are permitted to guarantee much larger advances than any building society acting in its ordinary capacity would be willing to undertake.

But up to the present very few of the authorities have exercised their power in this respect.

The investments which building societies receive are mainly from people of small means, but the movement is one which should appeal to all classes. From every viewpoint, money placed with building societies is a sound and economic use of wealth.

Possession and prosperity

It makes wage-earners home-owners, it gives more employment, and it acts as a bulwark of the State. If a man has his own home, and his own plot of land, he is less likely to be swayed by revolutionaries than if he were paying rent week in and week out. Possession makes for prosperity.

Mr. Baldwin has said that people are sterner critics of the houses they own than they are of houses they occupy. Of this there can be no doubt. With an increase in ownership would come an end to vile dwellings and what Dean Inge calls "bungaloid growths."

There would be a check on the now almighty landlord, and there would be a silent revolution involving a huge slump in the printing of the "world's worst book."

* * *

The fairest football competition of all. £1,000 all correct—£500 must be won—see "The People" next Sunday.

ASTONISHING FRAUDS *from a SICK-BED*

A Case for New Medicine

DURING the past five years a number of clever coups have been perpetrated by a crook amed Samuel Hudson, of 14, Dogo reet, Cardiff, and his widespread ccesses are all the more amazing view of the fact that Hudson has en confined to his bedroom all the me.

Using impressive printed note- per Hudson has been in the habit writing to various commercial ms in all parts of the country in e self-styled capacity of "manu- cturer's agent and wholesale manu- cturer's agent."

His initial communications would ll for particulars of certain classes goods, and, when his enquiries were swered it was his custom to call for mples and then place an order.

In one instance, which may be ken as a typical illustration of his ethods, he obtained a catalogue om a firm of fancy goods merchants Finsbury Street, London, E.C., d subsequently wrote requesting em to forward several ranges of ods for his inspection.

stony ence

His notepaper was sufficiently im- essive to suggest commercial ability, and in a neatly printed rder a departmental reference mber was quoted as "A 2-17," us implying that the firm of Samuel udson was an extensive one.

The articles were duly sent and r. Hudson promptly wrote back mifying his approval of their ality and asking for a consignment certain lines to be forwarded to m without delay for sale to "mutual ends." The latter, he implied, uld be undoubtedly delighted with em and good business could be unted upon in the future.

His orders were attended to, but ter that Mr. Hudson seemed to se into a stony silence. Several ters were penned to him to remind m that the account was still out- nding, but even a threat of legal oceedings failed to rouse the silent r. Hudson.

In desperation the Finsbury Street m recounted its unfortunate ex- rience to the police, but the only tisfaction derived lay in the official timation that Mr. Samuel Hudson s already well known as he had en the subject of innumerable mplaints in the past.

clear case fraud

This is only too true, for the ex- rience of this firm has been shared hundreds of others and some idea the extent of Mr. Hudson's erations can be gathered from the cellaneous nature of the goods he tained in this way. Hats, soaps, lking sticks, jewellery, biscuits, wels, etc., passed through his hands most daily, and the people whom he d induced to furnish the goods were ver paid.

Although, as we have hinted, he conducted his more recent operations from his bedroom, Hudson actually commenced operations as far back as 1917, when, by practising similar methods, he robbed people on quite a widespread scale.

Hudson enjoyed immunity for a year or so, obtaining goods freely on false pretences and disposing of them for cash; then after many judgments had been registered against him, one firm refused to abandon the fight and forced him into bankruptcy.

The subsequent proceedings before the official receiver proved a clear case of deliberate fraud against

Mr. Charles Hawkins, Secretary of the Society for the Prevention of Fraudulent Trading

Hudson, and, being ultimately arrested, he was sent to jail in 1919 for a well-deserved term.

For some time he had been afflicted with a disease of the spine, and upon his release from jail his condition became suddenly worse. But, instead of profiting by his lesson, he plunged once more into his reckless career of fraud and began to operate on a larger scale than ever.

Systematic roguery

From 1920 until 1924, complaints were constantly being lodged with the police, but the complainants were scattered far afield as Hudson was always careful to place his orders with dupes who were separated from his "headquarters" by hundreds of miles.

So systematic were the frauds that the police felt that it was a matter that should be dealt with by the Public Prosecutor rather than by a local magistrate.

A number of statements were obtained by the Cardiff police and a great deal of correspondence passed between them and the Public Prosecutor. The latter, however, was confronted by great difficulties and was finally forced to turn the case down because of the reluctance of many dupes to travel long distances to give testimony in a prosecution.

Foolish traders

But even this narrow escape did not serve to chasten Mr. Hudson. In the course of the last year alone, warrants in respect of judgments for small sums, totalled more than £400, while complaints were received by the police to the tune of more than £1,000.

As we may take it that only a small proportion of the people actually duped would go to the trouble of lodging statements with the police, it is not unreasonable to suppose that the full sums involved in the year's trading were considerably higher.

It must be admitted that Hudson was greatly assisted in his schemes by the foolishness of many of the traders he approached. The least enquiry would have revealed the fact that he was financially unstable, having been an undischarged bankrupt since 1919.

It would also have revealed the fact that he was trading from one room of his sister's house; that he had already been convicted for the same offence in the past, and, finally, that innumerable judgments were registered against him.

Who are the others?

And, who were the "wholesale manufacturers" he was supposed to represent? When Inspector Davis, C.I.D., armed with numerous complaints, paid a surprise visit to the Cardiff "headquarters" and asked Hudson for some explanation he was forced to admit that he represented nobody at all.

When, too, a County Court bailiff called upon Hudson with a warrant authorising him to levy upon his property, he had to come away empty handed as all the goods there were claimed by Hudson's sister!

Inspector Davis, who knew that the whole business was a sham, asked Hudson what had become of all the tremendous supplies of goods that he had obtained on credit, the "agent" refused to offer any explanation on the ground that it "would make trouble for others."

Hudson was subsequently charged, but, in view of his affliction, escaped with the extremely lenient sentence of six months' imprisonment.

But this can hardly be regarded as a satisfactory termination of the matter. Who are the "others" to whom he so casually referred? Further investigation is therefore desirable, as it should be apparent to everyone that an invalid could not possibly have carried out these vast frauds unaided.

* * *

If you want to know the answer to any question on sport write to "The Sporting Life"—Daily 2d.

5 for 10D.

You and I, in fact all of us, want happiness; more of the pleasure of life—and in the matter of smokes I've found the real thing! Manikins—a real smoke-joy from light-up to finish, and . . . *satisfying.*

Manikins are kill-cares—Their fragrance runs round the palate like a glass of old port. Half an hour of care-free happiness is cheap at 2d., and that's all these delightful smokes cost.

It will be a pleasure to any Tobacconist to serve you—Buy a packet today—You will be charmed with their solid goodness, whilst their aroma will please your friends.

MANIKIN
·CIGARS·
MILD HAVANA FLAVOUR
5 FOR 10D.
All Tobacconists Sell Manikins

Ambrose Wilson's Latest Bargain

THIS
Serviceable
Cotton Crepe
FROCK
FOR
1/-
WITH
ORDER.

I have never offered a Greater Bargain than this delightful Model, which is made in Cotton Crepe of excellent quality with artistic pattern and blends of printed colours. Smartly modelled coat collar and revers: shaped band cuffs: belt finished with bow.

So confident am I of its wonderful Value, that I am willing to send it to you on "home approval" for a small Deposit of 1/- only.

When you see this becoming and fashionable Frock you will realise how much you save by buying from the actual maker.

The full price is only 9/11, the balance of which may be paid by weekly instalments of 1/-.

Unless you are quite pleased and satisfied when you receive this Frock, you may return it and your Deposit will be instantly refunded.

Send your Deposit now and judge for yourself.

LENGTHS: 38, 40, 42, 44, and 46 inches. Also out-size in lengths 42, 44, 46, and 48 inches—2/- extra.

COLOURS: Fawn/Red, Blue/Green, Pink/Grey, Green/Brown, Black/White.

F. 108 BARGAIN COUPON.

Please send me on approval Frock, No. F 108, at present bargain price of 9/11.

Length .....

Colour .....

If out-size is required, please state "O.S."

I enclose 1/- deposit, together with 6d. for postage, and will pay balance of price either in one sum or by weekly instalments of 1/- or more. If not satisfied, and I return the Frock at once, you will refund my deposit. Enclose Coupon with name and full address and Postal Order crossed thus / /.

JOHN BULL, 25/8/28. No. 509.

Post Order to—

AMBROSE WILSON, Ltd., 509, Allan House, 70, Vauxhall Bridge Road, London, S.W.1.

3,000 FACTORY PRICE BARGAINS

3/9

Beautiful Rings, Bangles Pendants, Watches, &c. —examples of the money you save by buying from the Empire's largest Jewel Factory. Illustrated in H.Samuel's **BIG FREE BOOK!** Send a postcard for it now: BUY DIRECT AND SAVE MIDDLEMEN'S PROFITS!

Any Article Sent C.O.D.

This fine Nickelled Watch, fully warranted, Post Free
One Payment Only **3/9**
With handsome chain 6

H. SAMUEL (Dept. 129), Market St., Manchester.

'NERVES'!

Don't let 'nerves' ruin your life. Iron-Ox tiny tonic tablets have relieved thousands.

At all Chemists 1/3 & 3/-

IRON-OX CO., 27, Oxford Rd., W.2.

In Sunshine Ward

A *TERRIBLE* DILEMMA

by PHILIP INMAN

WALTER MASON, a man of thirty-two, met with an accident when a crane crashed the other day, and he was brought into the hospital as a casualty. In addition to other injuries he complained of some trouble to his back. X-ray examination revealed the extent of it. There was a fracture of the spine, which meant that in all probability he would never walk again.

A few days later, in my room, sat two women, the one middle-aged and ordinary and the other young and strikingly attractive. It was the elder woman who spoke first. "My daughter" (and she nodded in the direction of the girl) "is engaged to Mr. Mason, and they were to have been married on August Bank Holiday. She still wants to go on with it, but I'm dead against it."

That woman paused for a moment, and then in a low, soft tone she continued, "I was left a widow when she was quite a child and I've had a pretty hard struggle to bring her up decently." A stray tear trickled down her cheek and the girl went over and whispered tenderly, "Don't, mother; please don't."

The elder woman ignored the interruption and went on quietly. "I don't want my child to have the fight I've had. I know what a burden life would be with a husband a helpless cripple. You see," she added, "I had my husband bad for five years, and he was as helpless as a baby."

Tragic victim

I looked across at the girl and I saw an expression of resolute determination on her face. "I'm not going to desert him because he's a cripple," she cried almost passionately. "It would be too cruel; and besides," and she lowered her voice, "I love him and shall go on loving him till I die."

Only a few days ago there was a fashionable society wedding in London. In the newspapers were photographs of the husband and wife as they left the church. The bride looked radiantly happy, and yet, if the doctor's verdict is correct, that girl will be dead in less than two years.

She is a victim of a scourge that has only one end. Tragic, you may say; but the problem which confronted me was far worse. Walter Mason might go on living for years, and yet he will always be a helpless and a hopeless cripple.

Fate's blow

I felt my sympathy going out to both those women. The mother who was out to save her daughter from a hard fate, and the girl who wanted to remain staunch and true no matter what the consequences. In my dilemma I turned to them and asked, "But what has Mr. Mason to say about it himself?" The colour left the cheeks of the elder woman. "He's never mentioned it," she said, "and I've not dared to talk to him about it." I advised them to leave it over for a little time, and then, when the opportunity arose, to have a quiet talk with him.

But Walter Mason provided that opportunity himself and that very day. With that patient calm which is the surprise and wonder of an incurable, he had been talking to his girl about the future. "It's no use," he had said, "I can never marry you now; it wouldn't be fair." And the girl had told him, "You all seem to be fighting against me."

Instantly she saw her mistake; but it was too late. "So I'm not the only one who thinks that," he murmured a little hoarsely. The girl blushed. "I didn't mean to say that," she whispered, "only mother——" His face blanched. "Your mother is quite right, dear."

When that dialogue was repeated to me I felt a thrill of admiration for Walter Mason. Fate had struck him a paralysing

Philip Inman

blow, and yet he was prepared to sacrifice the greatest gift that life had brought.

But that girl remained adamant. "I won't give him up," she said firmly. Eventually it was agreed that the marriage should be postponed for two years, and if the girl and her sweetheart remained of the same mind, the wedding should then take place.

This morning I stood for a few minutes by Mr. Mason's bedside. "I've been dreaming," he said. "Peeping into the future," "And what are your dreams?" I asked him. He smiled, a rather wistful smile. "I'd like to go and live somewhere in the country," he told me. "With my workmen's compensation and my Army pension I should be able to manage somehow. Then in two years, if——"

A happy smile lit up his face. And I left him to his dreams.

The Sentence of the Court

CROOKS *and* CATERPILLARS

This Year of Grace

LOOKING over a collar almost as high as his opinion of his own importance, Sir William Joynson-Hicks pleaded "Not guilty" to a charge of misapplying public money.

"I can only assume," said Mr. Watchdog, K.C., "that it was while he was obsessed by visions of future glory, before the choice of an Acting Prime Minister had been made, that the accused drew up the terms of reference of the Royal Commission on police methods; for their unsatisfactory nature suggests that their author was thinking of something else at the time.

"This latest Royal Caterpillar, we are informed, will be trailing its way toward a Whitehall pigeonhole for an entire year, during which period a considerable sum of public money will be misapplied to its upkeep. And when its task is over it seems likely that the only gainer from its labour will have been the professional criminal, who will doubtless make good use of 'This Year of Grace.'

"So restricted are the Commission's terms of reference that it can do little more than cover the ground already covered by the Savidge inquiry. If we are to be treated to yet another profitless investigation on these lines, Scotland Yard will become known as the Savidge Club and crooks will enjoy a care-free time while the Byng boys are learning lessons in deportment.

"The accused having just sounded a 'stern call to duty' in the ears of an elderly military magnate, who is to take charge at the Yard, now enlists a slow-motion caterpillar whose tortuous proceedings can do no more than provide an excuse for the indefinite postponement of needed reforms in police methods."

* * *

Mr. Strawsplitter said that the prosecution complained in one breath that the Commission was likely to take too long, and, in the next, that the terms of reference were too narrow. Obviously one could not widen the terms of reference without lengthening the term of the Commission's natural life.

* * *

"The main point," said Mr. Justice Bull, is that if the Commission had been instructed to concentrate on essentials it could do work twice as useful in half the time. The police force has too long been ruled by rule-of-thumb methods and is developing into a 'force of habit' rather than one of boldness and originality such as is required to cope with the up-to-date crook.

"For one thing the police are kept busy manufacturing crimes instead of capturing criminals. The multiplication of trivial offences with which they are required to deal results in subtraction from their efficiency, with the result that things are now, so to speak, all at Jixes-and-screws.

"Matters which a properly constituted Royal Commission might investigate are why between 1 a.m. and 3 a.m. half the beats in London are deserted. Why more than twenty police stations in the metropolis are closed from 10 p.m. to 6 a.m. and C.I.D. itself from 11 p.m. to 8 a.m.

Why there is no organised system of police telephone boxes in London, and why even the Flying Squad is like a village fire brigade, each officer of which is in bed at the same time and has to be called separately.

"By restricting the scope of the inquiry the prisoner may be acting for the best according to his lights, but, unfortunately, he favours rushlights when the public demands searchlights.

"The sentence of the Court is imprisonment for the duration of the Commission or until the cows come home, whichever period be the longer."

Had Shakespeare but lived in our day
He'd have written an ode or a lay
To 'Diploma' the Crustless,
The fustless, the dustless,

CONDITIONS.

The Proprietors of 'Diploma' Crustless Cheese offer a first prize of £50 and other prizes, as stated, for a best last line to this limerick. Write your last line on a piece of paper and attach the small coloured label from a portion of 'Diploma' Crustless Cheese (either Cheddar or Cheshire) or label from 'Diploma' Milk or 'Coronet' Milk. Send as many attempts as you like, but to each must be attached a label. The Managing Director's decision is final and legally binding. Address to:

Competition: WILTS UNITED DAIRIES LTD. (Dept. 7), TROWBRIDGE, WILTS.
Closing Date: Entries must reach us not later than Wednesday, September 12th, 1928.
Result: A complete list of winners will be forwarded by post to every competitor.

More than £4,000 distributed already

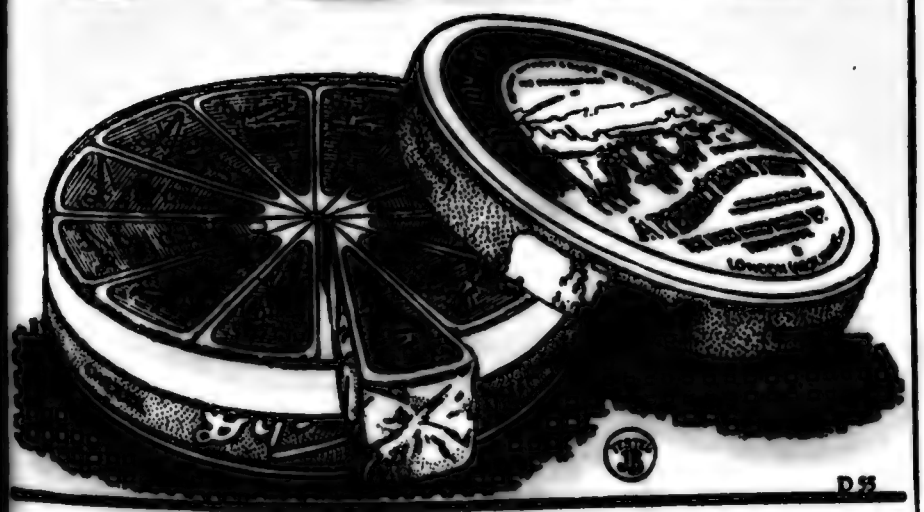
£50 WINNER.
Said a young married husband named Bill,
"I don't want to grumble, but still,
If you don't get 'Diploma'
You'll find me a roomer"
Her reply saved her house—Keeping Bill

£50 WINNER.
A punt on the stream 'neath a tree,
A crust and some Crustless with thee;
'Tis there I would rest,
With the best and the best,
'Diploma' tically put, you'll agree.

£20 WINNER.
Said an ex-toreador from Vigo,
"I lived on 'Diploma,' you know;
For sinew and muscle
And red blood corpuscle
It's the *last word*—and then the echo."

£20 WINNER.
A punt on the stream 'neath a tree,
A crust and some Crustless with thee;
'Tis there I would rest,
With the best and the best,
He'll 'pop' one way or other, thought she.

DIPLOMA
Cheddar or Cheshire
The ENGLISH CRUSTLESS CHEESE
6, 8 or 12 portions 1/4½



D 55

The side that keeps its nerve longest~wins

HOW many games have been won and lost in the last few minutes? One team suddenly pulls out an extra bit of nervous energy. The other side falls to pieces—beaten by nerves.

Thousands of leading athletes regularly use Wrigley's Chewing Sweets to steady their nerves. Your doctor will tell you how the act of chewing soothes your nervous system—how the healthful cleansing action of Wrigley's refreshes the mouth and tones you up all round.

Dentists and medical men also recommend Wrigley's after every meal—because it aids digestion, cleanses the teeth and removes all trace of eating and smoking.

Use Wrigley's—the sweet of efficiency and good health.

WRIGLEY'S

El. 28

WANTED

One hundred persons (either sex) who have the ambition to earn a nice sum from now until Christmas in their spare time.

Would you like some crisp £1 notes to spend just as you please? Then, if you are enterprising, you can have the thing you so much want this very Christmas by selling Private Christmas Cards to your friends and acquaintances. This is the way. Address a postcard to us, asking for one of the beautiful Sample Books. This book and full particulars will be sent you by return of post, quite free of charge. Perhaps you have had experience as an agent in previous years. If so, you will realise that a back number in Sample Books is useless to an enterprising agent. Our productions are miles ahead of all competitors. Get a real, live, money-making book, filled from cover to cover with irresistible designs—hand-painted, celluloid, jewelled, calendars, and novelties in unsurpassed variety. This beautiful new edition-de-luxe is acknowledged by experts to be far ahead of anything previously issued. No risk. No outlay. Remuneration most generous, and many valuable prizes in addition.

Apply J. RENSHAW & SONS

Dept. R.153, Climax Works, Accrington.

Don't suffer another day with that stubborn corn.

IT CAN BE REMOVED.

Just a packet of REUDEL BATH SALTRATES and ten minutes of your time. That is all you need.

Dissolve a small handful of this in a basin of hot water; rest the feet in it and you will be delighted to feel the effects of this *medicated* and *oxygenated* water; it draws and loosens that corn so that you can pick it right out with the tips of the fingers, root and all. Have a go at it to-night. Callouses can be scraped off with the dull edge of a knife and the whole foot tingles with new life.

Costs you nothing to try. If you are not thoroughly satisfied with the results your money will be refunded immediately and without question.

There is only ONE Bath SALTRATES

1/6 That is REUDEL Bath Saltrates

IT'S MORE THAN A BATH SALT

Words Winged to Women

A MUCH-NEEDED *BLACK LIST*

by MABEL HORNER

HAVING a spare hour the other afternoon I looked in at the new sport, terrier racing. It was sport without pain and killing and blood, and it interested me. It was very exciting, to the participants, and frantically busy. Yap! Yap!! Yap!!! How those dogs did bark, strain at the leash, and show their eagerness to be off!

It was very funny. It was easy to believe their introducer when he declared that the terriers were the world's happiest dogs. But what struck me very forcibly was their intelligence. Terriers don't care twopence about the rules of the game. When the electric rat came twice round the same course ears were cocked and one or two pairs of bright eyes always spied the trick.

How silly to go chasing round and round and never catch up when a quick turn and wriggle would enable a fellow to nip in and grab the thing. It made the audience almost hysterical with laughter.

I wish it had also made them think. For this bright intelligence in four-footed animals is the rule and not the exception. It has existed in every animal I have known, ranging from horses and donkeys, to cats, dogs, goats and pigs, and it can rise to astonishing heights under the influence of understanding kindness.

The missing figures

There are, of course, dull dogs. There are badly bred dogs. But sheer imbecility in these lower animals is rare. It is left to the human race to produce each year larger and larger numbers of imbecile and feeble-minded intelligences.

Asylums for the mad are full to overflowing. We do not, if we can avoid it, allow actual lunatics to roam at large. But so far in this country little or no provision is made for the "harmlessly imbecile" and hardly any at all for the feeble-minded. The Government itself does not know how many there are!

Such a thing is well-nigh incredible, but it is true. I have tried in vain to get exact figures. There are none published by Government offices. Yet in other lands this question of feeble-mindedness is exercising the minds of statesmen and drastic measures are being passed in a belated attempt to improve matters.

In Wellington, New Zealand, a Mental Defectives' Bill has just been introduced into the House of Representatives. It provides for a new class of mental defectives to be known as "Socially Defective," and it aims to provide a Board to exercise supervision over them.

His Excellency Gen. Sir Charles Fergusson, G.C.M.G., K.C.B., Governor-General and Commander-in-Chief of New Zealand

This Board will be composed of medical, educational and prison authorities. It will compile a register of names of all those who while not mad, may be classed as idiots, imbeciles, feeble-minded, epileptic, or socially defective.

The Director of Education is required to furnish returns of all school-children suffering from retarded development or any deficiency that effects the brain. Persons whose names are found on this register will not be allowed to marry, although provision is made for the possibility of cure—we are only at the beginning of mind cure yet—when appeal may be made and the names of persons found cured removed.

But while marriage of persons registered as mentally unfit is prohibited, the Bill goes further still. Where the Board thinks it in the public interest, it may authorise a simple operation which means sterilisation of the defective person. This, very briefly, and in outline, is the method that New Zealand proposes to take, and which several States in America have already taken, to ensure a virile population that shall be mentally strong and intelligent.

A terrible menace

It is certain that in this country we cannot much longer allow the matter of mental deficiency to drift as we have been doing. While the mental defectives under care numbered, in 1911, 19,376, these figures do not represent the total numbers of such in the population.

In 1926 Dr. Tredgold pointed out that there were 70,000 mentally defective children of school age excluding actual idiots and imbeciles. It has been estimated that the mental defectives are between 250,000 and 300,000 of the population, or about ten in every thousand.

But this is largely guess-work. What is wanted first is a national stock-taking, then a prompt decision of the best means of coping with the evil.

An evil it undoubtedly is, for at present thousands of mentally defective persons are at large, and at liberty to reproduce their kind.

It is a social menace of the very first order with national decay as the result unless it is promptly checked.

Like all our national problems it is a menace that is not checked because we do not insist that it shall be checked. Yet this and similar problems are what politics mean when reduced to terms of human beings and common-sense.

It is for this sort of thing that men and women insisted on having votes so that they could thereby elect representatives to put into motion the necessary machinery. It is our own fault if we allow ruin to come.

THEY *WOULDN'T* BELIEVE THEM!

But They *Had To!*

"MONEY talks" is a terse little saying based on experience. There are few things in daily life more convincing than a cheque for a good round sum, which is certain to be changed into cash when presented at a bank.

That is what Mr. H. J. Thomas, of 21, Argyle Street, Heldourn, Co. Durham, found when he flourished in the face of sceptical neighbours the substantial cheque he recently received from JOHN BULL.

Mr. Thomas was merely walking across the floor of his own home when he tripped over a bit of carpet. But the trip took him unawares and he fell quite heavily, sustaining a fractured wrist that totally incapacitated him so far as working was concerned.

Sceptic amazed

Happily, he had already insured himself against home accidents by signing the JOHN BULL form for registration under the Free Insurance Scheme, and on writing-in found help immediately forthcoming.

Evidently he flourished the cheque about quite a bit before cashing it, for he says: "I have secured a few more readers for JOHN BULL by showing the cheque to several friends and neighbours. Some were before more than a bit sceptical about your Insurance. But I told them JOHN BULL *always pays.*"

Similarly, Mr. J. Hunt, of 1, Widlers Lane, Pelsall, was agreeably surprised when he had occasion to make application, at the prompt attention it received. He is a newsagent and soon spread the story of the treatment he received. "It put some of the sceptics to shame I can tell you when they saw the cheque. Now, I have them every one registered!"

A still more pleasant note is struck by Mrs. E. Brown, of 63, Lower Forster Street, Walsall, a registered reader who had the misfortune a while ago to contract diphtheria. Every mother knows the upset her removal to hospital would cause, and the misery of leaving behind three children.

Mr. Brown took up their care and managed the house while she was away, but it was a "needs must" as he is an unemployed miner. In fact, the only gleam of brightness was the JOHN BULL cheque which fluttered safely in, as a messenger of good will, to Mrs. Brown as she lay in hospital.

Money talks

"I can wholeheartedly say it came as a veritable godsend to me as I lay bedfast and very ill indeed," she writes. "When I saw the cheque I may say it bucked me up a lot. And I never found JOHN BULL more interesting in fact because while lying here, undisturbed, I had more time to read it thoroughly than when at home!"

It was only thanks to the JOHN BULL Insurance that I was free of financial worry in addition. I really doubt if any other Insurance of any kind carries on with less fuss and formality."

JOHN BULL likes the Free Insurance money to talk helpfully to those in trouble, but it cannot talk at all if readers will not register.

* * *

Are you a starter for the "Bullets" 1,000 Guineas? Page 31 brings your opportunity to win this fortune for a few words!

Human Documents

PLAYING *with* FIRE

Shameful Martyrdom—Misjudged—The Clucking Hen

PROBLEMS that may be yours are dealt with by "Humanist." The names and addresses of all correspondents are suppressed so that the writers may not be identified. Letters that are too intimate or are not sufficiently general to be helpful to others are answered by post. All correspondents must send stamped, addressed envelope. Ten shillings is being sent to each of the writers of the first four letters printed.

"RETURNING from the pictures late one evening I noticed a young man following me. He made no attempt to speak until I reached my home, whereupon he crossed over and on some trifling pretext opened the conversation. Reluctantly I answered, but on warming to our subject I became more responsive.

"He expressed the desire for a further meeting, but I explained my profession was that of a nurse, which gave me little time for leisure. However, it transpired that we met, not once, but several times after, and on one of the occasions on observing his downcast expression and worried air I drew him on to give an explanation.

"Then he told me. Though only thirty, he was married, and that two years previously his wife had deserted him and their eight-year old child for another man and had since borne him a child.

"During our short acquaintance my attachment to my friend had grown, and, naturally, it was a great shock to me. But because we both seemed comrades in distress we agreed to become real friends.

"Our meetings are now more frequent and he has been introduced to my people. Have I done right, for this is my story?

"The man to whom I was once engaged died for his Country. He was one of the whitest men that lived and we loved dearly. I am still proud of his memory, but his death caused me to register a vow never to marry but to devote my life to nursing. My heart has warmed to every mother it has been my privilege to deliver, married or otherwise, that I have prayed that some day God would grant my desire for a home and children of my own.

"Then to meet this boy, who so resembles my former lover. He is so straight and clean, but I dare not tell my parents for they have no belief in platonic friendship. Thus the position is rendered difficult when they say how eminently suited we are to each other.

"There is a strong, clean love existing between us, but we have foresworn any other relationship. If he gave me up I could not bear it, because he has brought the sunshine into my life which was once so dismal and empty. What do you think."

"HUMANIST" says: *If your friend's wife has deserted him for another man he should institute divorce proceedings so that when he is free to do so he may offer an honourable marriage. "Platonic love" is a myth. It is simply playing with fire.*

. . .

"I AM twenty-six years of age and the only daughter in a family of five.

"Since I was sixteen my mother has been an invalid incapable of performing any service for herself. My father, a confirmed drunkard, squanders all his money in drink.

Career Slavery

"As the only daughter the full burden of housekeeping worries is devolved on me, and for four years I was at home until an accident to my father gave him the opportunity to indulge his lazy inclinations. This necessitated my turning out to work, returning each night to clean, wash and bake for the family, besides attending to my mother, who refuses the offices of any other.

"None of the boys offers a helping hand, and I have become a veritable slave. I have no time for any recreation and very little energy for anything but bed. My friends have dropped off because of my inability to spare them any time.

"Hitherto this has failed to trouble me, being firmly convinced that my devotion to my mother's interests would reap a just reward.

In this I have been mistaken, for apart from unkind treatment I have not been allowed any pocket-money out of my own wages, and the years of sheer slavery finally resulted in a breakdown in health, so for fourteen weeks I have been unable to follow my employment.

"During this period my people have constantly reminded me of my dependence and that it was time I resumed work.

"The desire to clear out is strong within me, but visions of my mother's helplessness rise before me, yet she too is thankless and nags from time to time; all her thoughts seeming to centre around the boys' happiness, irrespective of mine."

"HUMANIST" says: *I have every sympathy with you. Tell your father to spend his beer-money on wages for suitable help and arrange to pay a reasonable weekly sum for your board, retaining the balance for your pocket. An alternative to this would be to seek accommodation elsewhere.*

. . .

"IN 1918 my husband died in France, of wounds leaving me with six children, the eldest then thirteen and the youngest a baby of eighteen months.

Foul Charge

"Despite a struggle I managed to bring them up well, and all except the youngest, for whom I receive a pension, are in good situations.

"I lived with my mother during my ten years of widowhood until last Christmas, when I went as housekeeper to a gentleman with one little girl of ten who, poor mite, was in a sad state and needed a woman's care.

Her father was sick at the time, and although I was engaged temporarily, since he proposed to let apartments, he asked me to stay on as housekeeper, to which I agreed, provided I could have my little boy with me. This was arranged.

"In January I was ordered by the Ministry of Pensions to attend a meeting, and they demanded me to leave the man's house immediately or forfeit my pension.

"I was about to obey when my little boy fell ill, and as soon as he recovered my employer fell a victim to the same complaint.

Despite his entreaties to leave him in my own interests I remained on to look after him, going each day in search of rooms, but without avail. Within a month my pension was stopped, in view of my being an unfit person to merit it.

"I swear I am innocent of the foul charge they make, yet what can I do?"

"HUMANIST" says: *Your position is very unfortunate. If you wish the matter reconsidered get in touch with the Chief Area Officer at the local Pensions Office, whose address can be ascertained at the post office.*

. . .

A 2/6 "Everpointed" Pencil Free. See page 2 of cover.

"I AM twenty-three years of age married to an engineer in the Scottish shipping industry, and we have one child, a son.

Political Lunacy

"My trouble is this. My husband, although an excellent workman finds it impossible to secure employment because of the bad name he has acquired through his political agitation among his workmates.

"The moment he obtains a job he begins arguments about work-prices and overtime. He is generally shop-steward, which position affords him scope for his activities, and his is the loudest voice of all, with the result that he is a marked man.

"When I remonstrate with my husband and explain that his first duty is to wife and child who are called upon to suffer for his folly, he raves and storms and insists that it is his business to stir the gutless into action and revolt.

"My husband is not a bad man, but it seems to me that by dipping his mind into Bolshevik propaganda he has lost his sense of proportion.

"Before marriage I was a typist, and I am seriously considering the wisdom of returning to work in order to maintain and educate my son. Do you advise this course?"

"HUMANIST" says: *A man who neglects his wife and child while he agitates for better conditions is a poor advocate of any principle. Give your husband one other chance to change his tactics before resorting to separation.*

. . .

True Justice

"I am an ex-soldier. On applying to a certain corporation for employment I was informed that preference is always given to married men. Is this just? Single ones must live also."

"Humanist" says: *A moment's reflection is all that is required to see the justice. Which of the two positions is the more desperate, a single young fellow out of a job, or a man with hungry little ones?*

Double-dealing

"Two years ago my brother took up a position in this country, leaving his wife and children in Ireland, promising to send for them when he had suitable accommodation. Now he is living with a girl, and my remonstrances being futile I am thinking of informing his wife. Should I do so?"

"Humanist" says: *No. If your brother refuses to be guided by your well-meant advice leave his wife to make the discovery. It won't take her long.*

Dead Evidence

"I have two little children, and while I feel confident of my own ability to bring them up healthy little people, my sister-in-law criticises my methods, saying she knows better, having buried five. I don't want to quarrel with her but I don't want to be made to feel I am endangering my children's health."

"Humanist" says: *It is unfortunate such busybody incompetents don't realise that the children they failed to rear form a basis for their ignorance rather than their knowledge on the subject of child welfare. Tell her to mind her own business.*

BLANFORD'S FINE MEN'S WORSTED SUITS sent post free for only 3/- DOWN

Blanford's Credit System "As Easy as Winking"

We have created a reputation with these very fine suits. We have already sold many thousands and our customers are highly delighted. Perfectly tailored, well cut, ready-to-wear bespoke suits, perfectly trimmed and made in our own work rooms—suits that are built with character and guaranteed to give every satisfaction. In four shades of Grey and Brown pinheads and diamond patterns; also in blue indigo serge, guaranteed fast dye. PRICE 55/- State breast measure, height, and colour required, and suit will be sent at once. Money returned on receipt of suit if not absolutely satisfied. First payment 3/- and 5/- per month afterwards. Give full postal address.

John Blanford LTD

(Dept. J.B.C.), 119 & 129, BUNHILL ROW, MOORGATE, LONDON, E.C.1.

INFLAMED BREATHING TUBES

Try Dr. Blosser's Medical Cigarettes in the Next Attack.

Four Cigarettes Sent Free.

That inflamed condition of the mucous membranes of the air passages of the head, nose and throat may spread to the point where it is incurable and a danger to life.

Dr. Blosser's Cigarettes are composed of medicinal herbs, flowers and berries. The warm smoke vapour is inhaled into the affected air passages and will go where sprays, douches and salves cannot reach. They contain no tobacco or cubebs, and being harmless are used by women and children, as well as men.

If you suffer from any catarrhal trouble, plain nasal catarrh, hay fever, asthma, catarrhal deafness, or are subject to frequent colds, get from any chemists a convenient pocket-size package of Dr. Blosser's Cigarettes and prove for yourself their pleasant, beneficial effects.

FREE Should you like to try a sample of the Remedy, a packet containing four cigarettes will be sent to you, quite free, if you will send your request to—Dr. Blosser, Ltd. (Dept. 121, C.J.), Temple Chambers, Temple Avenue, London, E.C.4.

DR. BLOSSER'S MEDICAL CIGARETTES

WHO WANTS TO BE A SCARECROW?

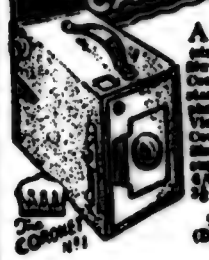
Nothing spoils good looks so much as being skinny. Watch the people bathing and notice how ridiculous some of them look.

And all because they haven't heard of the one sure way for any underweight man or woman to put on fine, firm flesh; because, in fact, they haven't tried McCoy's Tablets, which any chemist will tell you are working wonders all over the country. One man in Holyhead in thirty days actually gained "20 lbs. of good solid flesh, not fat." A chemist's manager in Liverpool put on "10 lbs. after two boxes, and never catches cold now." Gains of 10 lbs. in a month are common.

Children, too, benefit marvellously. One little girl in Norwich who had always been thin and delicate put on 3½ lbs. in the first three weeks, and is a different child, thanks to McCoy's.

Don't stay thin and skinny any longer. Ask any chemist for a box at 1s. 3d. or 3s., but be sure to get McCoy's Tablets, the original and only genuine. Refuse substitutes, and in case of difficulty write direct to McCoy's Laboratories, Norwich.

SNAP IT! A Real Roll Film CAMERA for 4/6



A WELL-MADE Camera which will take perfect snapshots size 2½ x 1½ in. Fits any make of film. Thousands sold this Summer. Completely fitted with Time and Instantaneous Shutter, 2 stop Diaphragm, Leather Handle, Reflex Viewfinder, and Direct Vision Finder. Covered with waterproof Rexine. Simple illustrated instruction leaflet supplied with each camera. Price 4/6 each. Larger model (takes photos 3½ x 2½ in.) 7/6.

Both models sent post free.

THE CONCORDE CAMERA CO. (Dept. J.B.), 68, St. Bartholomew Street, BIRMINGHAM.

Trade enquiries invited.

CHEAPER & BETTER THAN PRE-WAR

DELIVERED TO YOUR DOOR FOR 2/- DOWN

FREE CARRIAGE & PACKING

FREE TRIAL without obligation to buy. NOTHING MORE TO PAY FOR A MONTH. FREE CYCLE ACCESSORIES. CATALOGUE FREE. Write TODAY and send coupon to get BENEFIT from our Factory.

Immediate Delivery. No Waiting.

Models from 3:15:0 CASH or WORTHWHILE PART EXCHANGE

7/- Monthly

Superb Quality and Easy Running. Guaranteed for ever. Safety First Models to fit and suit every Rider.

14 DAYS' FREE TRIAL. Money refunded if dissatisfied. Don't delay, write for FREE ART CATALOGUE and make your choice, or call and inspect our Models. ESTABLISHED 50 YEARS.

JUNO CYCLE CO. (Dept. D.), 168, HIGH STREET, LONDON, E.15.

JUNO

PSORIASIS

Eczema and all other Skin Diseases Completely and Permanently cured by this wonderful Herbal Treatment, which gets right down to the root of the trouble in the system. Every case treated individually with an experience extending over 40 years. Send post card for FREE BOOK sent under plain cover.

J. ROBINSON & SONS, 11, KUREM HOUSE, BRADFORD.

Our Letter Parliament

A LAND FIT *for* *LANDLORDS*

Jobs Waiting—The Dear Loaf—Pensions Tyranny

Brief-to-the-point letters not exceeding 100 words are invited. 5s. is paid for each letter published and one guinea for the most original and constructive. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

MR. E. ROFFE THOMPSON'S protest against the wholesale exportation of our manhood to the Colonies (JOHN BULL, Aug. 11) was confirmed by a newspaper of the same date. At the village of Freckleton, workingmen smallholders have developed their holdings until the capital value of the stock they carry is at least £30,000. The foodstuff produced on each allotment is worth over £162 per annum.—*W. Lamb, Wimbledon.*

Nothing Like Hope!

We hear of the fine action of the railwaymen, who are about to forgo 2½ per cent. of their wages. Would it not be a finer action if the great landowners gave to the country 2½ per cent. of the land which at present is lying idle, to be used for agriculture?—*A Dole Getter.*

A Slight Difference

Mr. E. Roffe Thompson states that, having recently travelled through 700 miles of English countryside, he is of the opinion that *we* have all the land that the country needs to produce whatever we lack. I wish that we did have it. It is the landlords that own the earth, and the fulness thereof. That is why we have so many unemployed.—*Harry J. Wickenden.*

Where's that Pantechnicon?

That the Government prefers to beguile men to the Dominions under false pretences, merely to get rid of their liability, reflects little credit on their honesty. Only by its removal at the earliest opportunity for a government who will free Britain's acres, will the men who are workless become productive citizens. E. Roffe Thompson's article should be broadcast.—*R.*

Fields that "Emigrate"

The latest agricultural report showing a decline of 199,000 acres of arable land in 1927, clearly proves that Mr. E. Roffe Thompson is right in suggesting that Britain's sons should be allowed to cultivate Britain's acres. That the Government should seek to send 10,000 of our best men to reap the Canadian harvest while refusing to remove the bar on the land at home, reflects no credit on its statesmanship.—*N., New Seaham.*

The Reason Why

It seems incredible that the Government should encourage ten thousand physically perfect Britons to go abroad, when our own agricultural reports show a decline in cereal production. Undoubtedly it is anxious to show a decline in the unemployed returns, in view of the next General Election, but it should also realise that some of the men will return, and they may show up the dirty work by which emigration is increased.—*M., Teignmouth.*

Golden Gush

Mr. E. Roffe Thompson's article sizes the colonial emigration to a nicety. What the colonies seek are trained farm workers, and the text of specious advertisement is sheer humbum. Why seduce Britain's trained manual hands from their jobs? If the colonies are hard up for workers, why is health and physique alone not enough for a passage? Let the colonies eschew their insistence (see forms) on experience, etc., etc., and if they want men so badly, take them and train them!—*"Anti-Piffle," Carnforth.*

Poison Antidote

It is very painful to read of the many cases of poisoning by swallowing the wrong liquid, and the sacrifice of life through so few people knowing the proper course to adopt under the circumstances. I submit that it ought to be made compulsory for manufacturers to print the antidote for the poison on the labels of the bottle containing it. In this way much unnecessary suffering and loss of life would be avoided.—*Dr. R. Fogle, Glasgow.*

[The above letter has been awarded the special prize of one guinea.]

Queue to Crossing

According to official statements, the police throughout the country are finding difficulty in fulfilling their ordinary duties owing to increasing demands upon their services for traffic control. Why not use suitable unemployed men for this work? With a little training, they would do the job quite as efficiently, and the police would be released for more necessary duties.—*A. R. Sturdy, 39, St. Simons Road, Southsea.*

Shameful

Mrs. Martha Jones, Union Street, Wigan, applied to the Wigan Board of Guardians recently for parish relief. Her husband, a disabled ex-soldier, had succumbed to his complaint two days before he should have gone into the Ministry of Pension's hostel again. The Ministry now informed her that no pension or allowance could be made as her husband died more than seven years after the cessation of hostilities. She and her children are now pauperised.—*J. P. Mannion, Poor Law Guardian.*

Road Hold-Up

Many householders find themselves practically ruined when road charges are presented to them, and cases are common of £200 being demanded after an estimate of only £70. I suggest that the councils concerned be forced to give an estimate in the case of every new house when plans are passed, and that this estimate be the maximum liability of the owner.—*"Look First," Prestatyn.*

Printers' Pie

[Half-a-crown is paid to the sender of every item published. Mark envelopes "Pie."]

"MORNING POST":—". . . and immediately closed the hatings, the time being exactly three o'clock. The OXFORD fielding was good. . . . OXFORD WENT IN TO BAT AT A QUARTER TO THREE."

"NORTHAMPTONSHIRE EVENING TELEGRAPH":—"Lost, suit case, containing lady's WEAK-END OUTFIT. Reward . . ."

"WEST LONDON OBSERVER":—"He struck the constable WITH AN OFFENSIVE REMARK."

"NAUTICAL GAZETTE":—"The steamship . . . the world's LARGEST MOTORSHIP, is back again."

"RED LETTER":—"Kathleen, shy, greeting him in a low voice, drawing her furs around her SHRINKING HUMBLE."

Mock Auction Shock

The mock auctioneers are very active at some sea-side resorts. The chief constable of Blackpool, after JOHN BULL'S exposure of these gentry, has succeeded in freeing the town by the simple expedient of persuading landlords of shops not to let their premises for that purpose. Other sea-side places should do likewise.—*R. G., Hindley.*

Which Island's Green?

An advertisement is now appearing in the English Press appealing to all to purchase Irish Free State butter. Some little time back the streets of Dublin were decorated with posters setting forth the text, "Don't Buy British Goods." Frenchmen sweep their streets, and Germans engineers do their civil engineering.

What a game!—*A. F. S., Cardiff.*

Road Shambles

The course of the speed maniac may be traced by a string of dead and mutilated creatures, rabbits, birds, and suchlike. Such casualties are often unavoidable, but they are far higher than they should be. A bird or a small wild animal can usually escape a car approaching at not more than thirty miles per hour. Humane drivers slow down to that speed.—*D. Keith MacEwen, Inverness.*

He Wins

A builder employing fifty to a hundred hands has just completed an estate, and being forced to sell at a low price to carry on, he has only covered costs. The ground landlord dictated everything, claimed commission on every house, and extra if one were sold, yet he took no risks. The builder has had to close down, but the ground landlord still makes his £20 weekly.—*Accountant.*

False Pretences

No one cavils at honest advertising in a straightforward manner, but it is surely time that papers of standing ceased to insert amongst "Situations Vacant" cunningly-worded adverts of correspondence schools. Although the advertisements read for the first few sentences like *bona fide* situations actually offered, they are but clever prefaces to requests for pupils on payment. Such chicanery is cruel and discreditable.—*Observer, Lancashire.*

Bad Beginning

After reading "What Are They Plotting Now?" (JOHN BULL, August 11), I picked up a daily paper, and read what Dr. Lang, Archbishop-designate of Canterbury, had to say in reference to the war. Addressing the pilgrims at Menin Gate, he said: "Was it all worth while? Here at this gate let there be no faltering in the answer—Yes, a thousand times, yes." Let the reverend gentleman ask the disabled, the widows and orphans, and they will not falter in answering: "No, not a thousand times, no."—*W. W., Banbury.*

Profiteering Bakers

During the past few weeks, the price of flour has declined from 44s. to 36s. per sack, of 280 lb. Yesterday's Mincing Lane spot price was 35s. All bakers agree that a drop of eight shillings per sack is equivalent to a penny reduction on a four-pound loaf. Many bakers in Cheshire, where unemployment is a nightmare and children want for the necessaries of life, are still charging ninepence a loaf, and tenpence at several resorts.—*Disgusted, Congleton.*

EAT MORE MILK IN CADBURY'S

½ lb.

1/-

1½ glasses English full-cream milk in every ½lb.

CADBURY'S
MILK CHOCOLATE

"Burlington" Regd.

15/9

Patent Sandal bar. Imitation Lizard trimmed. 1¾ in. covered heel. Sizes 2-7. Half-sizes 2½-6½.

Newest Styles cost less at F.H.W.

Women who want really smart shoes for all occasions can satisfy their needs at an F.H.W. shop without being extravagant.
For fashionable styles and fine quality F.H.W. have a fifty years' reputation; yet, because they are large-scale makers and distributors as well, the prices are lower than elsewhere. Try your nearest F.H.W. branch to-day.

TEST BURLINGTON VALUE BY POST.

Order a pair of Burlingtons. Simply state style and size and send a pencil outline of your foot, with remittance. (Foreign orders must include enough for postage.) We send goods post free in U.K., and guarantee to satisfy you.

If you wish, first send postcard for F.H.W. price list, which shows scores of the newest styles.

Freeman, Hardy and Willis, Ltd.
320 SHOPS 320 SHOPS
106, RUTLAND STREET, LEICESTER.

The Nicest Sandwiches under the Sun

To make a picnic a real success two things are necessary—plenty of sunshine and Bovril Sandwiches. Bovril Sandwiches are delicious—light, dainty and digestible, yet as satisfying as a substantial meal. Made with Hovis Bread they are excellent.

How to make Bovril Sandwiches.
Bovril is very concentrated, so spread it thinly on the bread and butter. If a teaspoonful of Bovril does not make 12 sandwiches (4" x 3" x 3") you are spreading the Bovril too thickly. Bovril keeps perfectly even in the hottest weather, so there is never any waste.

BOVRIL for Sandwiches

Douglas Stuart Ltd.

CES & CAMBS

UNLIMITED DOUBLE EVENTS.
NO WAY BARRED.

* * *

DAILY S.P. LETTER
BUSINESS A SPECIALITY
NO DEDUCTIONS.

No Limit on Singles, Doubles, Accumulators.

* * *

MOST LIBERAL ODDS — *COMBINED WITH SECURITY*

FOOTBALL

LISTS ON APPLICATION. — *"DUGGIE NEVER OWES."*

Write To-day—Don't Delay.

5, DRURY STREET, GLASGOW.

Safety First!

20/- IN THE POUND ALWAYS

"—Safe as the Bank"—John Bull 24 March 1928

BET WITH THE BIG TWO

SEND ALL YOUR FOOTBALL AND RACING BETS TO

DAVID COPE & ALFRED H. MAURICE

227, BATH ST., GLASGOW.

Letter Commissions accepted from 1/- up to any amount in accordance with our rules.

CES. & CAMBS.

Lists on application. Winnings by return. Best Prices on ALL FUTURES.

Football

SEND AT ONCE for the most up-to-date and novel

"CHALLENGER" CREDIT COUPONS

NOTHING BARRED
NOTHING STARRED

Later Racing

IS CATCHING ON

Hints for Hurst and Haydock

THE late start movement has caught on, and in the course of time, it is quite on the cards that JOHN BULL'S suggestion of summer evening meetings—made long before greyhound racing had shown that there was a public for sport after business hours—will be an established fact.

HURST PARK is following in the footsteps of A.P. and Kempton, and the Derby executive is the first of the provincials to lead the way. At Hurst Park this week-end the clock will be put back another half-hour, and the first event will start at 3.30. The Derby executive at their September meeting has decided to commence half an hour later on early closing day, Wednesday, the 5th.

KERLOCH, on his good race behind St. Mary Abbots, at Kempton, looks like a ready-made favourite for the Maze Plate at the river-side meeting on the opening day, but I suggest that backers take a chance—each-way—with the Brighton winner, O'Donnell. Fireball should atone in the Wilderness Plate. Money was literally piled on B. Jarvis' colt at Goodwood, but, like so many others, the course was against him.

I NOTICE that De Mestre has entered On Avon for the Lennox Plate. The gelding has scored six times in succession, but I think he will find the company too good on this occasion. Norada, second to the Beckhampton crack, The Black Abbot, should win, and I advise that Pickering's youngster be coupled with Caracalla in the Fountain Plate.

THE best for the week-end at Haydock are Linatora in the Grand Stand Handicap, Baytown for the South Lancashire Handicap, and Somme Goose. The latter is engaged in the Byrn Selling Handicap, and, according to my Northern correspondent, was very unlucky at Thirsk, only failing by a short head to catch Wise Kiss.

NOBLE Prince has a nice turn of speed, and, provided he is kept to five furlong races, he will pick up money for punters, who do not overlook the fact that selling plates can be just as profitable as important handicaps. The winners of "sellers" are certainly much more easy to spot.

FRANK HARTIGAN retained the Irish horse after his Folkestone success very cheaply, probably due to the fact that he is getting on in years, and is tubed. A laugh was caused in the sale ring when the bidding paused at 120 guineas, and the auctioneer remarked, "Did I hear a whisper?" One of the parties bidding replied: "You did. Noble Prince is tubed."

Frank Hartigan

MY St. Leger selection, Cyclonic, is firm in the ante-post betting lists at 9 to 2, but this price, if not better, should be available on September 12. The three "I's," Fairway, Felstead, and Flamingo, are also as steady as rocks, but I understand that the Derby winner is causing worry to his connections owing to a leg injury. I should leave Felstead out of calculations altogether for an ante-post bet. At the moment, he stands at "threes," and 3 to 1 the field should rule at starting price.

BELOW, JOHN BULL'S football expert gives his first list of week-end coups and forecasts. In past seasons I know that he maintained a good winning average, and I have every confidence that he will keep it up. One week he forecast thirty correct results out of thirty-two matches. However, as I mentioned last week, *The Sporting Life* Weekly Edition—devoted solely to racing and football—is also at your service, and with so many big "soccer" prizes waiting to be won, you cannot do better than have dual advice.

"SILVER RING."

TWO coded selections will be given *daily in the "Sporting Life."*

C J A D G M Y E 3 F T W R 2
X B Q T H Z K L V P U O S N

How to read the code: In place of the letters or figures advertised in *The Sporting Life* read those above or below the line, as the case may be. PLER ULQI would read FELSTEAD.

The code will be changed in next week's JOHN BULL. It covers the racing from Wednesday, August 22, to Tuesday, August 28.

In addition to "Silver Ring's" code tips, *The Sporting Life* publishes two selections daily sent out by the racing experts of *The Sporting Life Weekly Edition*. Don't miss them.

"Soccer" Selections

WEEK END COUPS.

6 HOME.—Derby, Liverpool, Preston, Plymouth, Swindon, Glasgow Rangers.
5 HOME.—Manchester U., Preston, West Bromwich, Bradford C., Plymouth.
4 HOME.—Liverpool, Barnsley, New Brighton, Swindon.
3 AWAY.—Middlesbrough, Celtic, Motherwell.
3 DRAWS.—Leeds v. Aston Villa, Notts Forest v. Stoke, Torquay v. Queen's Park Rangers.
3 HOME, 2 AWAY.—Preston, Plymouth, Glasgow Rangers, Huddersfield, Chesterfield.
1 HOME, 1 AWAY, 1 DRAW.—Swindon, Celtic, Clyde v. Hearts.
SPECIAL 5 HOME (LEAGUE I. AND II.).—Derby, Liverpool, Manchester U., Preston, West Bromwich.

FORECASTS FOR SEPTEMBER 1.

THE LEAGUE—DIVISION I.

HOME WINNERS.—Arsenal, Blackburn, Bury, Cardiff, Everton, Huddersfield.
AWAY WINNERS.—Newcastle, Derby.
DRAWS.—Aston Villa v. Liverpool, Leicester v. Leeds, Manchester C. v. Manchester U.

THE LEAGUE—DIVISION II.

HOME WINNERS.—Bradford, Grimsby, Middlesbrough, Notts Co., Oldham, Stoke, Swansea, Wolverhampton.
AWAY WINNER.—Tottenham.
DRAWS.—Blackpool v. Chelsea, Clapton O. v. Millwall.

THE LEAGUE—DIVISION III. (NORTHERN).

HOME WINNERS.—Ashington, Carlisle, Chesterfield, Doncaster, Nelson, South Shields, Tranmere.
AWAY WINNERS.—Lincoln, Accrington.
DRAWS.—Barrow v. Wrexham, Wigan v. Bradford C.

THE LEAGUE—DIVISION III. (SOUTHERN).

HOME WINNERS.—Brighton, Bristol R., Charlton, Exeter, Queen's Park Rangers, Southend, Walsall.
AWAY WINNERS.—Plymouth, Northampton, Swindon.
DRAW.—Merthyr v. Bournemouth.

THE SCOTTISH LEAGUE.

HOME WINNERS.—Cowdenbeath, Falkirk, Hearts, Kilmarnock, Motherwell, St. Johnstone, Third Lanark.
AWAY WINNER.—Aberdeen.

Spots!

A Sceptic Converted to Wex.

Thousands have freed themselves from spots on face, neck, and shoulders by the daily use of Wex. Read this gentleman's very frank letter:—

Exeter.

"For the last three years I have been troubled by pimples and ugly red spots appearing on my face. I have tried all sorts of salines and medicines, some of which left an indescribable nasty taste in my mouth, a thing Wex never does. But all to no avail until I tried Wex. Frankly, I was a wee bit sceptical at the supposed (as I thought) relief obtained by Wex by your many customers. That was before I tried Wex. Then in two days my face was much better, and by the end of the week the spots had practically disappeared. Needless to say, I was agreeably surprised, as also were my people. Now I am a confirmed 'Wexite.'"

20th April, 1928. *C. B. B.*

Why Wex Removes Spots.

Spots are caused by thickening of the bile, which prevents the liver from carrying away the waste products of the body. Wex goes to the root of the matter, assisting Nature by thinning the bile. The impurities which are clogging the system are removed, spots disappear, the skin becomes clear, indigestion, dull eyes, coated tongue, and other kindred ailments disappear, and the whole system is toned. Prove this to your profit. Wex is a delightful sparkling morning drink. You take one teaspoonful in half-a-glass of water on rising. Wex is sold by 7,000 chemists, including all branches of Boots, Taylor's Drug Co., Timothy White Co., Ltd., at 1s. 6d. per bottle, 2s. 6d. double quantity. Made by E. GRIFFITHS HUGHES, LTD. (Established 1756), Manchester.

STOMACH TROUBLES QUICKLY REMEDIED.

Disorders of the stomach are, generally speaking, always caused by excess acid which sets up fermentation within the stomach and often causes painful gases to form. Get rid of this acid and you get rid of your trouble. The medically advised way of doing this is to take 'Bisurated' Magnesia. The instant you take a dose all possibility of digestive pain ceases to exist, because 'Bisurated' Magnesia immediately neutralises the acid and thus removes the cause of the discomfort. Whether your trouble be indigestion, gastritis or dyspepsia, if it causes pain in the stomach 'Bisurated' Magnesia will give you immediate relief. Any chemist can supply you; it costs but 1s. 3d. for either powder or tablet form, and the first dose will convince you that 'Bisurated' Magnesia is an unfailing remedy for all acid-caused stomach disturbances.

FOR A MERE 6d. A DAY

You only pay 2/6 till you have ridden the bicycle a month

Send for full details of our All British 6d. A Day —the finest cycle ever offered on such easy terms. Exclusive every up-to-date improvement. Richly enamelled, brilliantly plated lined in colours. Fully warranted. Sent packed free, carriage paid. Money refunded if dissatisfied. Accessories CHEAP. Write TO-DAY for illustrated art catalogue of 28 new models.

MODEL No. C10

£4-7-6 CASH

Cycle Company Ltd. (Dept. B 10) Birmingham

The 'after-feeling' is the test of a Shaving Cream

How is your face after shaving? Is it ready to smile or has it that semi-enamelled feeling? Is it tender? Is it satiny smooth, or does the odd bristle betoken the rebel hair's escape from the grim reaper?

Gibbs Shaving Cream leaves you a face that smiles, cool, smooth, comforted. Every last bit of stubble mown cleanly away at skin-level. The water-bubble lather has soaked every hair to utter yieldingness giving the razor an easy job. The Cold Cream that is in Gibbs lather takes away all trace of tenderness.

Sample Offer
Trial Tube and Trial Stick

Prove for yourself the delights of a Gibbs Shave. Send TO-DAY for the generous Trial Tube of Gibbs Shaving Cream and Trial Stick of Gibbs Cold Cream Shaving Soap. Just send name and address, with 3d. in stamps to cover postage and packing, to:
D. & W. GIBBS LTD.
(Dept. B.V.),
London, E.1

Gibbs
SHAVING CREAM
The Cream of Shaves
1/- and 1/6 per tube
British made GS. 184

The Imperial OLD BRUYERE

Buy an Imperial Old Bruyere to-day. Make your choice of the 100 shapes (including many new and intriguing designs) and you have the finest value obtainable.

The bowl is of real old matured briar—and every pipe is guaranteed by the manufacturers.

Obtainable at all tobacconists & stores.

Made and guaranteed by
THE CIVIC COMPANY LTD.,
The world's biggest pipe manufacturers,
LONDON, W.C.

It's a wonderful pipe for the money.

Pure silk stockings

Get these stockings of real pure silk—merely by smoking (and persuading your men friends to smoke) B.D.V.—the better cigarette. Latest fashion point heel, double garter tops, double ravelstops. When ordering, state size and colour required.

A few of the Gifts in the new Gift Book.

DUOPHONE UNBREAKABLE 10 in. RECORDS
50 coupons
(3 for 125 coupons)

THREE-ROW ARTIFICIAL PEARL NECKLACE
80 coupons

IRISH LINEN DUCHESSE SET
100 coupons

DANCING LESSONS AT MADDOX SCHOOL Regent Street
3 for 100 coupons

ALL GIFTS POST FREE

GET THE NEW GIFT BOOK containing voucher for 5 coupons free and post free. 84 pages packed with interest—something for all the family. Send a postcard to-day for your copy to:—
GODFREY PHILLIPS LTD. (Gift Dept. J.B.),
112, COMMERCIAL STREET, E.1.

B.D.V

CIGARETTES

"—just like hand made"

10 for 6d., 20 for 11½d. Plain or Cork Tips
(*Coupons also in every packet of B.D.V. Tobacco 11d. per oz.*)

COMPARE THE VALUES WITH OTHER GIFT SCHEMES

from 1 to 100

It may be given with absolute safety to a baby a few hours old. It may be taken by the aged. It is valuable for nearly all minor ailments of life and timely use will frequently ward off more serious attacks. The "Yadil" life is a healthy life. The "Yadil" home is free from sickness. You can verify the value of "Yadil" in your own family.
Obtainable from all leading Chemists in the form of:—LIQUID, PILLS, OINTMENT, SOAP
Send for the "Yadil" Book of Home Treatment, post free, from:—
YADIL PRODUCTS (1928) LTD., Station House, LONDON, W.C.1.

Douglas Stuart Ltd.

CES & CAMBS

UNLIMITED DOUBLE EVENTS.
NO WAY BARRED.

* * *

DAILY S.P. LETTER
BUSINESS A SPECIALITY
NO DEDUCTIONS.
No Limit on Singles, Doubles, Accumulators.

* * *

MOST LIBERAL ODDS — FOOTBALL — COMBINED WITH SECURITY

FOOTBALL

LISTS ON APPLICATION. — "DUGGIE NEVER OWES."

Write To-day—Don't Delay.
5, DRURY STREET, GLASGOW.

Safety First!

BOL IN THE POUND ALWAYS

"—Safe as the Bank"—John Bull 26 March 1928

BET WITH THE BIG TWO

SEND ALL YOUR FOOTBALL AND RACING BETS TO

DAVID COPE & ALFRED H. MAURICE
227, BATH ST., GLASGOW.
Letter Commissions accepted from 1/- up to any amount in accordance with our rules.

CES. & CAMBS.
Lists on application. Winnings by return.
Best Prices on ALL FUTURES.

Football SEND AT ONCE for the most up-to-date and novel

"CHALLENGER" CREDIT COUPONS

NOTHING BARRED
NOTHING STARRED

Later Racing

IS CATCHING ON

Hints for Hurst and Haydock

THE late start movement has caught on, and in the course of time, it is quite on the cards that JOHN BULL'S suggestion of summer evening meetings—made long before greyhound racing had shown that there was a public for sport after business hours—will be an established fact.

HURST PARK is following in the footsteps of A.P. and Kempton, and the Derby executive is the first of the provincials to lead the way. At Hurst Park this week-end the clock will be put back another half-hour, and the first event will start at 3.30. The Derby executive at their September meeting has decided to commence half an hour later on early closing day, Wednesday, the 5th.

KERLOCH, on his good race behind St. Mary Abbots, at Kempton, looks like a ready-made favourite for the Maze Plate at the river-side meeting on the opening day, but I suggest that backers take a chance—each-way—with the Brighton winner, O'Donnell. Fireball should atone in the Wilderness Plate. Money was literally piled on B. Jarvis' colt at Goodwood, but, like so many others, the course was against him.

I NOTICE that De Mestre has entered On Avon for the Lennox Plate. The gelding has scored six times in succession, but I think he will find the company too good on this occasion. Norada, second to the Beckhampton crack, The Black Abbot, should win, and I advise that Pickering's youngster be coupled with Caracalla in the Fountain Plate.

THE best for the week-end at Haydock are Linafora in the Grand Stand Handicap, Baytown for the South Lancashire Handicap, and Somme Goose. The latter is engaged in the Byrn Selling Handicap, and, according to my Northern correspondent, was very unlucky at Thirsk, only failing by a short head to catch Wise Kiss.

NOBLE Prince has a nice turn of speed, and, provided he is kept to five furlong races, he will pick up money for punters, who do not overlook the fact that selling plates can be just as profitable as important handicaps. The winners of "sellers" are certainly much more easy to spot.

FRANK HARTIGAN retained the Irish horse after his Folkestone success very cheaply, probably due to the fact that he is getting on in years, and is tubed. A laugh was caused in the sale ring when the bidding paused at 120 guineas, and the auctioneer remarked, "Did I hear a whisper?" One of the parties bidding replied: "You did. Noble Prince is tubed."

Frank Hartigan

MY St. Leger selection, Cyclonic, is firm in the ante-post betting lists at 9 to 2, but this price, if not better, should be available on September 12. The three "F's," Fairway, Felstead, and Flamingo, are also as steady as rocks, but I understand that the Derby winner is causing worry to his connections owing to a leg injury. I should leave Felstead out of calculations altogether for an ante-post bet. At the moment, he stands at "fives," and 3 to 1 the field should rule at starting price.

BELOW, JOHN BULL'S football expert gives his first list of week-end coups and forecasts. In past seasons I know that he maintained a good winning average, and I have every confidence that he will keep it up. One week he forecast thirty correct results out of thirty-two matches. However, as I mentioned last week, *The Sporting Life* Weekly Edition—devoted solely to racing and football—is also at your service, and with so many big "soccer" prizes waiting to be won, you cannot do better than have dual advice.

"SILVER RING."

TWO coded selections will be given *daily in the "Sporting Life."*

C J A D G M Y E 3 F T W R 2
N B Q T H Z K L V P U O S N

How to read the code: In place of the letters or figures advertised in *The Sporting Life* read those above or below the line, as the case may be. PLEB UL0I would read FELSTEAD.

The code will be changed in next week's JOHN BULL. It covers the racing from Wednesday, August 22, to Tuesday, August 28.

In addition to "Silver Ring's" code tips, *The Sporting Life* publishes two selections daily sent out by the racing experts of *The Sporting Life Weekly Edition*. Don't miss them.

"Soccer" Selections

WEEK END COUPS.

6 HOME.—Derby, Liverpool, Preston, Plymouth, Swindon, Glasgow Rangers.
5 HOME.—Manchester U., Preston, West Bromwich, Bradford C., Plymouth.
4 HOME.—Liverpool, Barnsley, New Brighton, Swindon.
3 AWAY.—Middlesbrough, Celtic, Motherwell.
3 DRAWS.—Leeds v. Aston Villa, Notts Forest v. Stoke, Torquay v. Queen's Park Rangers.
3 HOME, 2 AWAY.—Preston, Plymouth, Glasgow Rangers, Huddersfield, Chesterfield.
1 HOME, 1 AWAY, 1 DRAW.—Swindon, Celtic, Clyde v. Hearts.
SPECIAL 5 HOME (LEAGUE I. AND II.).—Derby, Liverpool, Manchester U., Preston, West Bromwich.

FORECASTS FOR SEPTEMBER 1.

THE LEAGUE DIVISION I.

HOME WINNERS.—Arsenal, Blackburn, Bury, Cardiff, Everton, Huddersfield.
AWAY WINNERS.—Newcastle, Derby.
DRAWS.—Aston Villa v. Liverpool, Leicester v. Leeds, Manchester C. v. Manchester U.

THE LEAGUE—DIVISION II.

HOME WINNERS.—Bradford, Grimsby, Middlesbrough, Notts Co., Oldham, Stoke, Swansea, Wolverhampton.
AWAY WINNER.—Tottenham.
DRAWS.—Blackpool v. Chelsea, Clapton O. v. Millwall.

THE LEAGUE—DIVISION III. (NORTHERN).

HOME WINNERS.—Ashington, Carlisle, Chesterfield, Doncaster, Nelson, South Shields, Tranmere.
AWAY WINNERS.—Lincoln, Accrington.
DRAWS.—Barrow v. Wrexham, Wigan v. Bradford C.

THE LEAGUE—DIVISION III. (SOUTHERN).

HOME WINNERS.—Brighton, Bristol R., Charlton, Exeter, Queen's Park Rangers, Southend, Walsall.
AWAY WINNERS.—Plymouth, Northampton, Swindon.
DRAWS.—Merthyr v. Bournemouth.

THE SCOTTISH LEAGUE.

HOME WINNERS.—Cowdenbeath, Falkirk, Hearts, Kilmarnock, Motherwell, St. Johnstone, Third Lanark.
AWAY WINNER.—Aberdeen.

Spots!

A Sceptic Converted to Wex.

Thousands have freed themselves from spots on face, neck, and shoulders by the daily use of Wex. Read this gentleman's very frank letter:—

Exeter.

"For the last three years I have been troubled by pimples and ugly red spots appearing on my face. I have tried all sorts of salines and medicines, some of which left an indescribable nasty taste in my mouth, a thing Wex never does. But all to no avail until I tried Wex. Frankly, I was a wee bit sceptical at the supposed (as I thought) relief obtained by Wex by your many customers. That was before I tried Wex. Then in two days my face was much better, and by the end of the week the spots had practically disappeared. Needless to say, I was agreeably surprised, as also were my people. Now I am a confirmed 'Wexite.'"

20th April, 1928. *C. B. H.*

Why Wex Removes Spots.

Spots are caused by thickening of the bile, which prevents the liver from carrying away the waste products of the body. Wex goes to the root of the matter, assisting Nature by thinning the bile. The impurities which are clogging the system are removed, spots disappear, the skin becomes clear, indigestion, dull eyes, coated tongue, and other kindred ailments disappear, and the whole system is toned. Prove this to your profit. Wex is a delightful sparkling morning drink. You take one teaspoonful in half-a-glass of water on rising. Wex is sold by 7,000 chemists, including all branches of Boots, Taylor's Drug Co., Timothy White Co., Ltd., at 1s. 6d. per bottle, 2s. 6d. double quantity. Made by E. GRIFFITHS HUGHES, LTD. (Established 1756), Manchester.

STOMACH TROUBLES QUICKLY REMEDIED.

Disorders of the stomach are, generally speaking, always caused by excess acid which sets up fermentation within the stomach and often causes painful gases to form. Get rid of this acid and you get rid of your trouble. The medically advised way of doing this is to take 'Bisurated' Magnesia. The instant you take a dose all possibility of digestive pain ceases to exist, because 'Bisurated' Magnesia immediately neutralises the acid and thus removes the cause of the discomfort. Whether your trouble be indigestion, gastritis or dyspepsia, if it causes pain in the stomach 'Bisurated' Magnesia will give you immediate relief. Any chemist can supply you; it costs but 1s. 3d. for either powder or tablet form, and the first dose will convince you that 'Bisurated' Magnesia is an unfailing remedy for all acid-caused stomach disturbances.

FOR A MERE 6OSA

You only pay 2/6

till you have ridden the bicycle a month

Send for full details of our All British 6OSA "Marvel"—the finest cycle ever offered on such exceptionally easy terms. Embodies every up-to-date improvement. Richly enamelled, brilliantly plated lined in colours. Fully warranted. Sent packed free, carriage paid. Money refunded if dissatisfied. Agents wanted. CHEAP. Write TO-DAY for illustrated art catalogue of 28 new models.

MODEL No. 6OSA

£4-7-6 CASH

Cycle Company Ltd. (Dept. B 70) Birmingham

The 'after-feeling' is the test of a Shaving Cream

Gibbs
Sample Offer
Trial Tube and Trial Stick
Prove for yourself the delights of a Gibbs Shave. Send TO-DAY for the generous Trial Tube of Gibbs Shaving Cream and Trial Stick of Gibbs Cold Cream Shaving Soap. Just send name and address, with 3d. in stamps to cover postage and packing, to:
O. & W. GIBBS LTD. (Dept. J.B.) London, E.1

How is your face after shaving? Is it ready to smile or has it that semi-enamelled feeling? Is it tender? Is it satiny smooth, or does the odd bristle betoken the rebel hair's escape from the grim reaper?

Gibbs Shaving Cream leaves you a face that smiles, cool, smooth, comforted. Every last bit of stubble mown cleanly away at skin-level. The water-bubble lather has soaked every hair to utter yieldingness giving the razor an easy job. The Cold Cream that is in Gibbs lather takes away all trace of tenderness.

Gibbs SHAVING CREAM
The Cream of Shaves
1/- and 1/6 per tube
British made G8. 184

The Imperial OLD BRUYERE

Buy an Imperial Old Bruyere to-day. Make your choice of the 100 shapes (including many new and intriguing designs) and you have the finest value obtainable.

The bowl is of real old matured briar—and every pipe is guaranteed by the manufacturers.

Obtainable at all tobacconists & stores.

Made and guaranteed by
THE CIVIC COMPANY LTD.
The world's biggest pipe manufacturers,
LONDON, W.C.

It's a wonderful pipe for the money.

Pure silk stockings

Get these stockings of real pure silk—merely by smoking (and persuading your men friends to smoke) B.D.V.—the better cigarette. Latest fashion point heel, double garter tops, double ravelstops. When ordering, state size and colour required.

A few of the Gifts in the new Gift Book.

DUOPHONE UNBREAKABLE 10 in. RECORDS
50 coupons
(3 for 125 coupons)

THREE-ROW ARTIFICIAL PEARL NECKLACE
80 coupons

IRISH LINEN DUCHESSE SET
100 coupons

DANCING LESSONS AT MADDO SCHOOL
Regent Street
3 for 100 coupons

ALL GIFTS POST FREE

GET THE NEW GIFT BOOK containing voucher for 5 coupons free and post free. 84 pages packed with interest—something for all the family. Send a postcard to-day for your copy to:—
GODFREY PHILLIPS LTD. (Gift Dept. J.B.),
112, COMMERCIAL STREET, E.1.

B.D.V

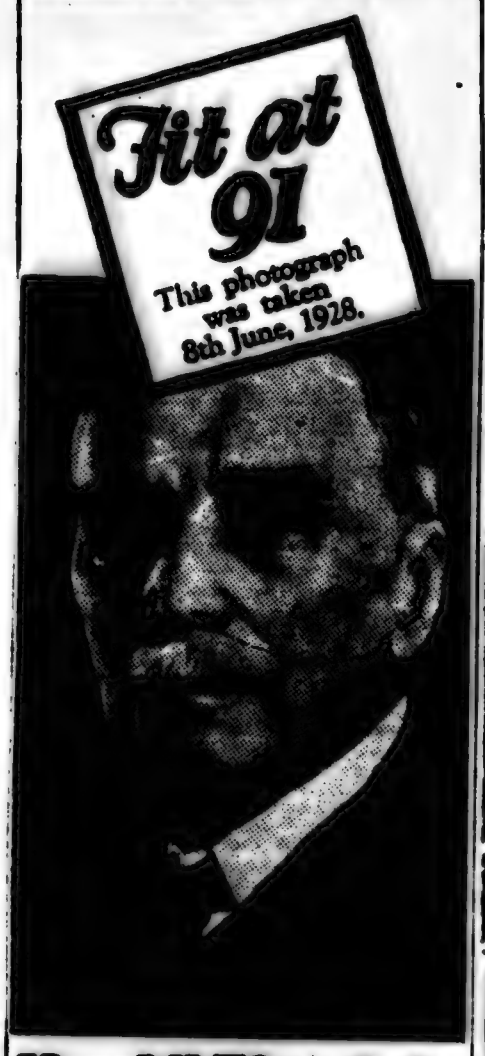
CIGARETTES

"—just like hand made"

10 for 6d., 20 for 11½d. Plain or Cork Tips
(Coupons also in every packet of B.D.V. Tobacco 11d. per oz.)

COMPARE THE VALUES WITH OTHER GIFT SCHEMES

It may be given with absolute safety to a baby a few hours old. It may be taken by the aged. It is valuable for nearly all minor ailments of life and timely use will frequently ward off more serious attacks. The "Yadil" life is a healthy life. The "Yadil" home is free from sickness. You can verify the value of "Yadil" in your own family.
Obtainable from all leading Chemists in the form of:—LIQUID, PILLS, OINTMENT, SOAP
Send for the "Yadil" Book of Home Treatment, post free, from—
YADIL PRODUCTS (1925) LTD., Shellan House, LONDON, W.C.1.



How Mr. Tinsdale found new health at 89

Mr. W. Tinsdale, of 24, Archibald Road, Tufnell Park, N.7, writes:—"I was a great sufferer for years from indigestion, sleeplessness, and constipation. I tried many remedies without securing relief. Then I was recommended to take Dr. Cassell's Tablets about two years ago, and immediately I tried them began to feel the benefit. I am now past ninety-one and in wonderful health. I can eat anything, and even my memory has improved, so that I am able to lecture without a scrap of paper. I consider Dr. Cassell's the finest tonic ever made."

Dr. Cassell's will make YOU well

The twelve wonderful strength-building ingredients of Dr. Cassell's—comprising Hypophosphites, Digestive Enzymes, Stomachics and Blood Nutrients—are found to be remarkably successful in cases of Neurasthenia, Chronic Dyspepsia, Anæmia, Insomnia and Nervous Breakdown, when other treatments have failed.

Start a course to-day

DR. CASSELL'S
1/3 TABLETS 3/-
A VENO PRODUCT

THE MAIL ORDER MARKET

A Perfect Postal Service for Bargain Hunters

PAY FOR YOUR NEW SUIT AS YOU WEAR IT

Each Suit is Cut and Made to your OWN MEASUREMENTS from the new Season's Cloths. NO DEPOSIT. Delivered on payment of first instalment of 7/-, and then pay 7/- monthly until you have paid in all **52/6**

RAINCOATS, Featherweight, from 15/6. Money refunded if unsatisfactory. Before placing your order elsewhere, call or write for Patterns, Style Book and Self-Measurement Form to—

Established 1901

J. B. THORNE & CO.

36, Langham St., London, W.1.

NEW CITY BRANCH: Regent House (1st Floor), St. Martins-le-Grand (opp. G.P.O.).

SAMPLES FREE

ASTOUNDING VALUE IN FLOOR COVERING

90 SQ FT for 15/-

DAMP PROOF & ROT PROOF.

THICKER than Lino Specially suitable for damp stone or wood floors. Lies flat without fastening, no nails or paste required. 90 sq. ft. for 15/-. Longer lengths pro rata. All rolls two yards wide. Many pretty patterns to choose from.

J. B. ANDREWS & SONS, 39, Carter Street, Walworth Road, London, S.E.17.

PAROLEUM

2/- WEEKLY YOUR CHOICE OF THE BEST.

B.S.A., TRIUMPH, RUDGE-WHITWORTH, ARIEL, SWIFT, NEW HUDSON, ELSWICK, HERCULES, B. & C., &c.

Cash Prices from £4.19.6

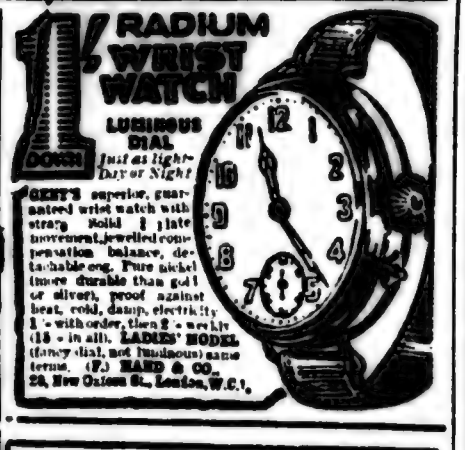
Send NOW for Free 1928 List

Each fully guaranteed for 20 years. On 10 days' approval. Direct from makers' factory. Packed free and carriage paid.

Easy Payments arranged to suit you

THE BIRMINGHAM & COVENTRY CYCLE CO. (Dept. J/26), SOUTHAMPTON.

1/- RADIUM WRIST WATCH



LUMINOUS DIAL

Just as light Day or Night

GENT'S superior, guaranteed wrist watch with strong Solid 3 plate movement, jewelled compensation balance, detachable cog. Pure nickel (more durable than gold or silver), proof against heat, cold, damp, electricity 1/- with order, then 2/- weekly (18/- in all). LADIES' MODEL (fancy dial, not luminous) same terms. (F.) HAND & CO., 28, New Oxford St., London, W.C.1.

SUITS 1/6 To Measure for

From 32/6 WEEKLY

Order your clothes from a reliable firm of experts (established over half a century). We can submit a most comprehensive range of patterns for suits, etc., comprising the latest shades in Derby Tweeds, Worsteds, Whipcords, Serges, etc., and guarantee you a correct fitting suit perfectly tailored, and delivered free within seven days. Send for latest style pattern book and self-measurement form. Breeches, Overcoats, Flannels, etc., also supplied.

BOYS' SUITS AND SPORTS WEAR ALSO ON EASY PAYMENTS.

THE "B. & C." CO., *Universal Providers*, Dept. J/26, SOUTHAMPTON.

Daintiear

Worthy of the Occupant

SALE!

During our Sale we are, as an advertisement, offering a limited number of Genuine Dainticars at greatly reduced prices. This new model, as illustrated, for

£2 : 19 : 6

(or 6/- monthly). Balloon Cushion Tyres, 10/6 extra. Numerous other models at similar reductions.

Send at once for illustrated list post free from

VICTORIA CYCLE and CARRIAGE CO. (Dept. P.178), 11, Victoria St., Westminster, S.W.1

FREEMANS

Celebrated

SPARE TIME AGENCY

CASH OR CREDIT

Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes & Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.

Men in regular employment appointed as Agents. Largest stock in the trade. Liberal supply of samples. Highest Commission paid.

Illustrated Coloured Catalogue.

NO OUTLAY, ALL PROFIT.

Enquiries for Agency invited.

LAVENDER HILL, LONDON.

WHIPCORD TROUSERS

made from our renowned

IRONCORD CLOTH

specially woven for us

FOR REAL HARD WEAR.

Testimonials reach us daily from customers delighted with their endless wear and smart appearance. In dark grey or neat stripes. Fully cut and well made. With P.T.O.'s. Special bargain price to "J.B." readers to advertise our famous GENT'S SUITS at 19/6 and 25/- (patterns free on request) and many other bargains.

5/6

POSTAGE 6d. extra.

Money refunded if not satisfied.

Send waist and inside leg measurements. Over 40 in. waist 1/- extra.

J. WINGO, LTD., *Wholesale Clothiers*, 23, Norton Folgate, LONDON.

BIG PROFITS in RE-RUBBERING TYRES

Here is a chance in a life-time to be your own master. Small fortunes are being made by men who have learned the business in a week or so. There has not been a single case of failure among the hundreds who have taken up the famous BELGIA Re-Rubbering Process. You can positively guarantee all tyres work done saving motorists 50 per cent. per tyre, and make handsome profits from the start.

£30 WILL START YOU!

For this small outlay you can start a one-room, one-man business that will bring in more than your present salary in a few weeks. Send or call NOW for full particulars of this amazing opportunity.

PIKE TYRE & RUBBER CO., LTD., 22a, Harrington St., London, N.W.1.

DON'T PAY CASH FOR YOUR CLOTHES

and be dissatisfied. Get them on Credit (no extra charge) from us. We have to give you good quality, otherwise you would not continue to pay us.

Once a Customer—Always a Customer.

PHILLIP'S BROADWAY STORES, 33a, The Broadway, Hammersmith, W.6

'Phone: Riverside 2489.

"JOHN BULL" GUARANTEE.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee. Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— - - (J)

In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects. Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LTD., Proprietors of "John Bull."

FREE ECZEMA CURE.

Instant Relief for all Skin Sufferers.

You can stop that awful itch from Eczema or other skin disease in just two seconds. This seems too good to be true, but it is true. A few drops of D.D.D. Prescription will instantly stop the most terrible itch or skin irritation. This discovery of Dr. D. Dennis has become famous throughout the world as the most wonderful and reliable remedy for skin Diseases, for it sinks deep into the pores, kills the disease germs, washes them away, and leaves the skin clean and pure. D.D.D. Prescription Cures Eczema, Psoriasis, Bad Leg, and all other Diseases of the Skin and Scalp. It never fails to give relief. Then why delay? A FREE TRIAL BOTTLE WILL BE SENT TO ALL SKIN SUFFERERS WHO WRITE TO THE D.D.D. LABORATORIES, M.N.20, FLEET LANE, LONDON, E.C.4.

A NEW GRAMOPHONE MONTHLY TO INTEREST EVERYBODY

Improve Your Gramophone Music by Reading the

GRAMOPHONE CRITIC

Edited by THEODORE CURZON (the well-known writer on Gramophone Topics).

Tells you which records to buy and which not to buy. Tells you everything there is to know about your Gramophone. Indispensable to everyone with a Gramophone or about to get one.

Interesting Competitions with handsome Gramophone and Record Prizes. Discusses Gramophone "Points." Gramophone Pleasure, and all Gramophone Developments exhaustively.

Supplied by Annual Subscription Only.

2/6 per annum Post Paid.

Send crossed P.O. or cheque for 2/6 by return and every month receiving your copy each month post paid to your address.

"THE GRAMOPHONE CRITIC," 1-6, Whitefriars Street, Temple, London, E.C.4.

HAIR-GROWING DISCOVERY

I was bald. My hair grew anew, as shown in the portrait. Many persons—both men and women—who were completely bald have grown a full crop of beautiful hair by using ROTALKO.

Marvellous and speedy growth of hair has been reported even when failing hair, dandruff and baldness have existed for years.

A testing box of ROTALKO may be obtained by sending threepence in stamps to

JOHN HART BRITTAIN, LTD., 2, Percy Street, 53 M.L., London, W.1.

JOHN BULL Replies

THE record of JOHN BULL'S *Free Advice Service is a really remarkable one. Every day scores of people submit their troubles to its experts. By sending details of your own difficulty, and stamped, addressed envelope, you also can obtain this benefit. No matter of what kind your trouble is, you will be informed of the course to pursue—and you will find in the end that it is the right one.*

* * * * * *

THE Editor may be flippant on this page, but his humour is kindly and never malicious. He likes to end up the week's work on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service.

L. D. (Preston).—"I am a highbrow." Brainy or just bald?

A. V. (Hyslop).—"I landed on a soft spot." Did you damage your hat?

G. R. G. (Leeds).—"What do you think my golf handicap is?" A squint?

L. N. (Boston Manor).—"Marriage was the end of my troubles." Which end?

S. B. (Clifton).—"The modern girl is becoming——" Very.

L. V. (Harwich).—"The shareholders made trouble about the sinking fund." Had it sunk?

J. N. (Pudsey).—"I was up in an aeroplane over London." If we had known we would have waved.

C. T. (Bournemouth).—"A woman always lets the cat out of the bag." And it comes out tale first.

T. N. (Gadishead).—"I've bought a portable bungalow." An Englishman's home is his parcel!

L. B. (London, S.W.).—"Politics are a disease." Going to the country will sometimes effect a complete cure.

E. T. (Ramsgate).—"When I got the suit from the tailor I found it was a terrible fit." More like a convulsion.

P. N. (Penge).—"I opened the newspaper with a shaking hand." That fatal 2.30 result again, we suppose!

T. C. (Barmouth).—"He gave me a camel's-hair brush." We had no idea that camels brushed their hair.

A. C. (Hayes).—"What do you think is the death-rate here?" Same as anywhere else. One to every inhabitant.

L. B. (London, W.).—"I woke up when somebody pinched me." To what police station did he take you?

A. N. (Chertsey).—"What is a good thing to take when you are run down?" The car's number.

C. Y. (Epping).—"Vegetarians are vigorous people." Naturally. They're full of beans.

L. B. (Wembley).—"As a tennis player I have progressed by leaps and bounds." You can't progress as a tennis player by any other method.

G. N. (Stoke).—"The outbreak of measles in the village was rather singular." How could it be? Who ever heard of anybody acquiring a solitary measle?

A. Y. (Hornsey).—"Have you any rules regarding poems sent in to your paper?" Yes. They should be written on no sides of the paper only.

P. B. (Morecambe).—"I had a shilling on a horse the other day but it lost." The animal was probably overawed by its responsibility

MRS. S. (Gargrave).—"I tell my daughters' young men that when Dad came courting me he sat on one side the room and me the other." Perhaps they would also if they came courting you.

F. M. (Dartford).—"I am very young." Time will remedy your complaint.

T. C. (Hove).—"May I expect to see my poem in print?" Yes; always.

D. B. (Portsmouth).—"The British sailor is the best." The salt of the earth, in fact.

T. N. (Tenby).—"I have given up smoking cigars." Your wife must have a strong will.

N. R. (Partick).—"Money makes money." Yes, but you have to make the money that makes the money.

H. B. (Whitstable).—"I nearly didn't write this letter." Just our confounded luck!

R. B. (Seven Oaks).—"The Cabinet should hang together." Come, come. They're not as bad as that.

P. B. (Taplow).—"I am a shy girl and resent gossip." You never speak until you are spoken about.

T. T. (London, N.).—"There is one town in England that I know from A to Z." Do you mean Ashby-de-la-Zouch?

D. N. (Hackney).—"I took some shares in a British boring company." The B.B.C.?

C. R. (Chepstow).—"I was at their wedding." Then you saw the quarrel from the beginning.

L. T. B. (Radnor).—"It wouldn't hurt you to publish this poem." No, we're hardened. But how it would lacerate the feelings of our readers!

—— (Oxford).—"You'll notice that I don't sign this letter." Yes, but we have an excellent thumb-print—apparently in jam.

R. C. (Grimsby).—"It is dangerous to harness a bad-tempered mule." It's safe enough if you can master the art of being where the animal has just kicked.

L. S. (Kew).—"I have invented a collapsible deck-chair." A deck-chair which won't collapse is what is urgently needed.

MISS L. (Skipton).—"I wonder how he dare kiss me in the dark." Probably he wondered the same himself when he saw you in the light.

K. K. (Oxford).—"What difference can it make whether a man wears a ready-made tie or one he ties himself." About half an hour.

R. P. (Exmoor).—"The girl next door seems to get shriller and shriller in her singing." Perhaps she has taken a course of voice-straining.

MRS. N. (Bradford).—"Our elderly vicar can always beat the young curate at tennis." Some young curates are very tactful!

T. R. (Chester).—"I composed the enclosed humorous story." What an extraordinary coincidence that Mark Twain composed the same thing a good many years ago.

MRS. C. (Leeds).—"Where do the most reliable dates come from?" Calendars.

D. N. (Plymouth).—"What is the capital of Turkey?" T.

C. M. (Southampton).—"He has bought a car for cash." What an original idea.

L. C. (Bordsley).—"My eldest boy is abroad at present and is doing well." Somewhere the son is shining.

L. B. (Basingstoke).—"I wonder if he loves me for my money." It depends on how much you've got.

B. N. (Herne Bay).—"I agree with you in everything." You can't realise what we think of you.

MRS. T. (Southall).—"Do I make myself plain?" How can we know? Perhaps Nature did.

L. N. (Hayes).—"He offered me £1 for the pig but that wasn't quite enough." Was it a guinea-pig?

L. N. (Nelson).—"What will happen if I cannot raise his fee?" See if he'll lower it to within your reach.

LENA (Earlsfield).—"He has got very good taste." Have you been biting him?

T. C. (Surbiton).—"This is the first time I have written to you and it is also the last." How do you do? Good-bye.

S. T. (Borwood).—"What is feminine intuition?" Something that tells a woman she is always right.

L. C. (Stanmore).—"Was cricket played in the Middle Ages?" Oh, yes. That's when knights were bowled.

L. C. (Tiverton).—"I challenged him to a public debate." In what public was the affair held?

B. S. (Portsmouth).—"There must be no more wars over a scrap of paper." There's a *Bullets* fight this week, and the scrap of paper is a cheque for 1,000 guineas.

M. Y. (Bridlington).—"If I take the matter to law how long would the case be likely to last?" It all depends on the length of your purse.

NELLIE (Golders Green).—"Doctors have discovered that diet determines looks." Then you'll be crying off plain food for a while.

F. G. (Highgate).—"Even my caddie was surprised at the way I played the ball." And we bet he has seen some rotten players in his time.

T. R. (Coventry).—"This year's output of motor-cars will run into millions." Then take care not to be one of the millions.

E. K. (Cosham).—"My daughter is always at the bottom of her class." Never mind, they teach the same things at both ends.

S. P. L. (Todmorden).—"What is your general opinion of printers as a class?" Can't say—they are necessarily men of various types.

W. E. (Stockwell).—"Some day, when I am better off, I hope to win her." And by that time, let's hope, you'll be able to keep her.

B. J. M. (Colchester).—"I expect your waste-paper basket must be overflowing with rubbish." Why, yes; we were obliged to make a pipe-lighter of your letter.

H. F. (Exeter).—"As a confirmed optimist, I always go on believing there is a good time coming." Quite right; but you won't deny that it *is* a good time coming?

T. K. (Olney).—"He said I had the brains of a donkey." Silly ass!

N. T. (Margate).—"Bygones should be bygones." And not rissoles, as they are in so many seaside boarding-houses.

T. C. (Dover).—"Our house shows signs of collapse." Perhaps the rent is too heavy.

A. N. (Goole).—"I bought a quilt on the instalment system." A little down each week!

W. A. (York).—"I haven't much to say to you this time." Then heaven help us when you have.

R. B. (Balham).—"A wasp settled on my neck and stung me." Well, you surely didn't expect it to kick you!

J. F. (Walton).—"I cannot stand heat." Then you'd better mend your ways whilst there's time.

L. E. (Nottingham).—"Does it take long to become qualified as a doctor?" Yes, you can only do it by degrees.

F. T. (Bath).—"I presume you will appreciate this letter." You do—we don't.

B. D. (Hitchin).—"There is no doubt who is boss in our house?" So you've managed to get a cook at last?

MRS. F. (Sowerby).—"A great many modern girls seem to go on the stage to act." While others just go on the stage.

MRS. A. (Selbourne).—"This, I claim is a feather in my cap." Quite wrong. It's a bee in your bonnet.

(Many replies unavoidably held over)

Mullard P.M. Radio Valves with the wonderful P.M. Filament improve any radio receiver. Are you getting the best reception or are you still satisfied with the next best? Every radio dealer sells Mullard, you know.

Mullard
THE·MASTER·VALVE

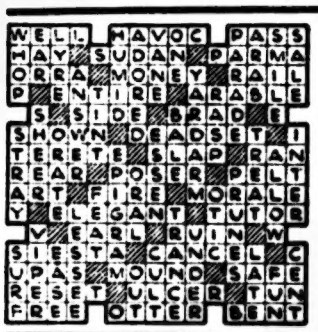
CREAM OF THE BEST SALMON

"The Best Cut from the Best Fish."

Royal red flesh and clear silver skin; delicious, nourishing "curd" between the flakes. When you buy "Sailor" Salmon Slice you are sure of getting the choicest cut from the choicest fish.

Give them an unexpected treat — an inexpensive luxury to-morrow.

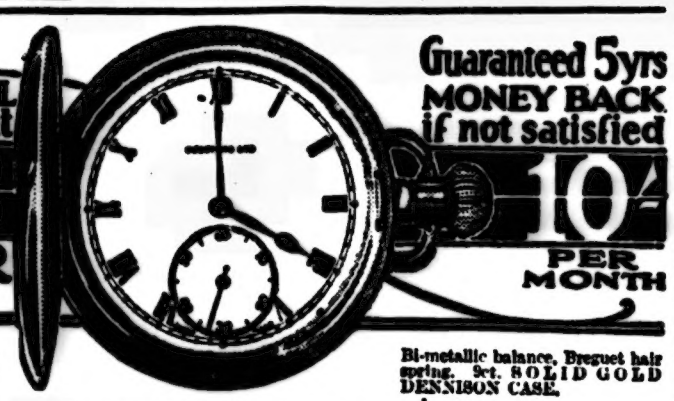
ANGUS WATSON & CO., LIMITED, Newcastle-upon-Tyne.



Solution to the Cross-word Puzzle in our last issue.

This week's
POSTAL BARGAINS
appear on
PAGE 28.

This 15 JEWEL Lever Movement SOLID GOLD HUNTER



Guaranteed 5yrs MONEY BACK if not satisfied

10/- PER MONTH

Bi-metallic balance, Breguet hair spring. 9ct. SOLID GOLD DENNISON CASE.

The accuracy and reliability of this Watch are a tribute to craftsmanship, its MAXIMUM variation being only 3 seconds a day—guaranteed. It is one of the famous "Prestex" Watches, unequalled elsewhere at £9, and will be sent without deposit, on receipt of first monthly payment of 10/-. Our monthly terms do not add one penny-piece to the cash price.

Send to-day for Catalogue A51.

SEND FOR FREE *Beautifully Illustrated* Catalogue No. A51

PRESTONS LTD. (Established over 60 years), **62, Market St., MANCHESTER**

ECZEMA IN RASH ON LIMBS

Went About in Torment. Cuticura Healed.

"Eczema broke out in a rash on my limbs. It itched so much that I kept rubbing it causing it to spread. At night in bed it was worse and I could not sleep. I went about my duties in torment and in a few places the skin broke.

"I read an advertisement for Cuticura Soap and Ointment and sent for a free sample. I got relief after using it. I purchased a tablet of Cuticura Soap and a box of Cuticura Ointment and before I had finished using them my limbs were healed." (Signed) Mrs. H. Brown, 38, Trinity St., Langley, Nr. Birmingham, Eng.

Use Cuticura to heal skin troubles.

Soap 1s. Ointment 1s. 3d. and 2s. 6d. Talcum 1s. 3d. For samples each address: F. Newbery & Sons, Ltd., 27, Charter-house Sq., London, E.C.1.

Cuticura Shaving Stick 1s. 3d.

We're Having a Glorious Holiday

thanks to the money we earned in spare time with

THE IMPERIA KNITTER

Anyone anywhere can make money at home with the IMPERIA KNITTER. It is so rapid in action that a little time given to it now and then soon results in a useful addition to the regular income. Some make a pound a week without neglecting household duties, some make more, and some again, even make a business of Imperia Knitting and supply shops, friends, and private customers. It is pleasant work, too, really a hobby, and so easy to learn that you can begin to earn money at once. The IMPERIA KNITTER is so simple to understand that a child can work it, and every moment you give to the work means money to put by, perhaps for holidays, new clothes, or improvement of the home.

WE GUARANTEE TO BUY YOUR WORK and pay the highest rates. There is no trouble about selling. We buy from you under a signed agreement. At the same time you are free to sell to friends and private customers and shops as well. Then you can make for yourself and your family and save money that way.

GET THE IMPERIA BOOK FREE.

Write to us now for the IMPERIA BOOK, don't hesitate; it is FREE, and tells everything you wish to know about this genuine money-earning hobby, or call if you can.

The Imperia Hosiery Manfg. Co. Ltd. (Dept. J.B.), 91-97, Gray's Inn Road, London, W.C.1.

"The Greatest of These . . . ."

WAS IT WORTH WHILE?

What Will You Give?

ON the 8th of this month armies of "pilgrims" assembled at the Menin Gate in Ypres to commemorate the great sacrifice of life over there, in the years of the war.

Perhaps sacrifice is always worth while, and that is one reason we do not hesitate week after week to ask our readers to make, and to continue making sacrifices on behalf of their brothers and sisters who are living in conditions of intolerable poverty.

An ex-Service man states humbly: "I served in the Army for three years, serving overseas. I have had to pawn practically everything I possess, and should a job come along I have no clothes to start work in."

He has been laid up with a septic leg and ankle since January. He receives 4s. 6d. panel money and his wife earns 9s. 6d. by doing a "bit of charing." Their rent is 12s. 6d. They have three children, nine years old, six years old and a baby of seven months.

The guardians allow a certain amount in food tickets, but how to clothe the family is an ever present problem.

Another ex-Service man who served for four years and two months, who was twice wounded but receives no pension, has had very hard luck. He returned to his work as a collier and in 1924 was maimed for life with a broken collar bone, fractured pelvis and both his legs broken—the leg is now paralysed, and has to be supported with irons.

His compensation totals 30s. per week, which has to provide for himself, his wife and three children, the youngest of whom is an infant a few months old, being fed by its mother, who is in great need of support.

Their rent is in arrears, and they are in sad want.

Helping cases like these is splendid opportunity for sacrifice, and we feel sure our readers will respond by subscribing generously to "The greatest of These . . ." Fund, which JOHN BULL makes a sacrifice to maintain at its own expense.

"The Greatest of These—"

Registered under the War Charities Act as the John Bull *War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to* The Hon. Secretary, 93, Long Acre, London, W.C.2. *Every penny that is subscribed to "The Greatest of These" Fund goes to give help to the needy. All the expenses of administration are borne by* John Bull.

ACKNOWLEDGMENTS

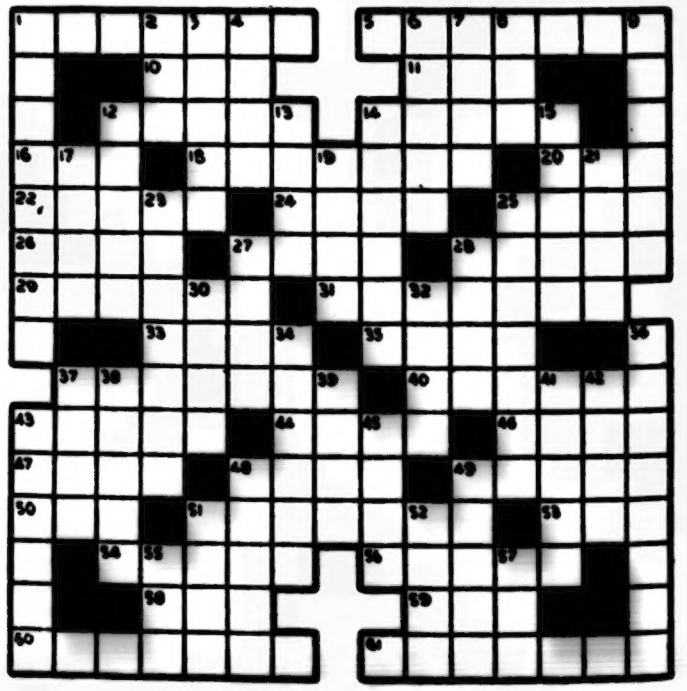
Mrs. M. A. Brocklesby (Hull), 10s.; J. A. G., M. S., 1s.; R. P. W. (Manchester), 2s. 6d.; Mr. T. Wilkinson (Barnoldswick), 2s. 6d.; "Sympathiser" (Exeter," 3s. 6d.; C. J. S., 5s.; "Hammy" (Abercrave, Swansea), 1s.; "Joey," 2s.; "Orphan" at Folkestone," 2s. 6d.; "Grateful Heart" (Dundee), 2s.; M. G. P. (Darwen), 2s. 6d.; "Lisa" (Kirkcaldy), 2s.; "Matt and Elsie" (The Crow, S.E.10), 5s. 5d.; "Well Wisher" (Leytonstone), 2s.; Hubbard Brothers (Borcham Wood) 2s. 6d.; "A Streatham Reader," 2s. 6d.; M. Child, 1s. 6d.; "Cam High" (Cottbridge), 12s.; N. M. (Glasgow), 2s. 6d.; "Bill and Latt" (Bourne), 1s.; "Babette" (Middleton, Manchester), 6d.; "Old Navy R.H., 2s.; "With Love" (Leeds), 1s.; M. A. L. (Poole), 6d.; "Whitsuntide 4" (Weston-super-Mare), 1s.; "Gatt" (Baton Hudd), 1s.; W. J. Wilkins (Carmarthen), 6d.; J. E. Airey (Manningham, Bradford), 6d.; Mrs. A. Weaver (Fishponds), 1s.; N. D., 5s.; Mr. and Mrs. Quick (Stockport), 2s. 6d.; Mr. F. Hyndman (Adelphi, W.C.), £2; Mr. L. Wood (Brighton), 2s.; Anon. (Swansea), 1s.; "Emily" (Finsbury Park), 10s.; "Trekker" (Ferry Hill), 1s.; "A Registered Reader" (Dunmanock), 2s. 6d.; M. M. K., 2s.; "Ust" (Gruscot), 3s.; M. M. (Bermondsey), 2s.; "The Berry Crew," 8s.; Mr. M. Etherington (Fairchildes, and Warlingham), 2s. 6d.; R. Swann (Sheffield), 10s.; Mrs. E. Marchant (Staplefield), 10s.; A. Friend (Ilford), 5s.; F. L. D. (Erdington), 3s.; "100 Targets Prize Winner" (Kensington), 1s. 6d.; E. M. M. (Streatham), 1s. 6d.; A. W. (Selby), 10s.

Parcels of clothing are gratefully acknowledged from Mrs. A. Oxford (Witchford, near Ely), Mrs. Lowe (Farnham), "Wellwisher" (Lewisham), Mrs. Powers (Horsley Woodhouse), A. E. D. (Enfield), Mrs. E. L. Kay (Blackpool).

(Many acknowledgments unavoidably held over.)

Our Cross-Word Corner

GOOD FOOD *for* THOUGHT



CLUES ACROSS

1. Backbone.
5. Breathing rapidly.
10. Single item.
11. Owed.
12. To affirm.
14. Unearthly.
16. Definite article.
18. Rule of action.
20. A bar.
22. To face with masonry.
24. Narrow strip of wood.
25. Passage price.
26. Space.
27. Come.
28. Devon river.
29. 100 lbs. weight.
31. Current.
33. Excitement.
35. A designation.
37. The strawberry tree.
40. Centre of the eye.
43. A balance.
44. Devotion.
46. A pace.
47. Exist.
48. Ice field.
49. To let.
50. Poem.
51. British W. Indies Isle.
53. 10.
54. To hinder.
56. A scoop.
58. Intoxicant.
59. Shelter.
60. Erased.
61. Chance.

CLUES DOWN

1. To take away.
2. To cut.
3. Unselfish.
4. Clean it.
6. Stifled.
7. Action at law.
8. By.
9. Male goat.
12. One under eight.
13. Strap.
14. In transit of de'n.
15. Kind of play.
17. In the place.
19. Mass of soft matter.
21. Spoken.
23. Edible.
25. A small anchor.
27. Trunk of a door.
28. Duration.
30. Shivering fever.
32. The pod.
34. A channel.
36. Protected invention.
37. Occupation field.
38. Starved with cold.
39. Immediately.
41. Wrinkled.
42. Human organ.
43. Shocked.
45. Cliff's slant.
48. The sun.
49. Loaded.
50. Masses of people.
52. A valley.
55. Before.
57. Allow.

The solution of our last week's Puzzle will be found on this page.

ENORMOUS BULLETS FIRST

1000 GUINEAS

£100 10 of £5 50 of £1 100 of £10 CASH PRIZES AWAIT THIS SEAT £29839 100 of £10 10 of £5 £50

IT'S TIME YOU STARTED WINNING!

HOW TO WIN

HAVE you tried *Bullets* yet? Nothing could be easier than to take one of the forty *Examples* this page and add any TWO, THREE FOUR WORDS with some bearing on it. Last week's chief prize-winners were:—

Example:—WHY RAILWAYS DON'T PAY
Bullet:—"HIGHWAY'S" PREFERRED TO "ROBBERY."
Example:—TOO MANY LANDLORDS
Bullet:—LEAVE "REPAIRS" TO DOCTORS.
Example:—LIFE'S WEATHER
Bullet:—ALL "SUNSHINE"—VERY "DULL."

Remember—cleverness, aptness and originality are the *Bullets* tests and simple phrasing makes the biggest appeal.

Big Money.

With consistent offers of big money prizes throughout the seasons, *Bullets* has already brought successful competitors this year a total in cash prizes of £29,839. This week's offer, the first of the autumn campaign of big *Bullets* contests, will add another £1,500 to that startling total. Start *Bullets* to-day and win your share of the big money awaiting JOHN BULL readers!

The result of Competition No. 635 will appear in next issue.

EXAMPLES FOR "BULLETS" COMPETITION 637.

OUR LAWS
WINNING HER HEART
ROSY FUTURE
WHY AMERICA'S WEALTHY
PROUD FATHER
A WILD-GOOSE CHASE
INDISPENSABLE
MIGHT HAVE BEEN WORSE
MAN OF HONOUR
MY FRIENDS
"WHAT IS WAR, HENRY?"
AN INVALID
FIRST IN THE QUEUE
LAZINESS
AT HEAVEN'S GATES
GREEDY
TALKING PICTURES
DOWN THE DRAIN
STRUGGLING ON
AFTER ALL THESE YEARS
COMPLICATES MATTERS
ECHO OF THE PAST
WONDERFUL WOMAN
ORDERS
"HAD A GOOD TIME?"
FLOOD OF ORATORY
SIGNIFICANT
STEP IN THE DARK
OVERWHELMING
HOUSEHOLD HINT
THE HARDEST
DOOMED TO DISAPPOINTMENT
LOOKING UP
HER LAIR
STILL GOING STRONG
CHIVALRY
IN THE LABORATORY
NOT WORTH WORRYING ABOUT
BIGGER
IS PEACE A CERTAINTY?

Address Coupons: "Bullets" No. 637, "John Bull," Long Acre, London, W.C.2 (temp.)

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the Judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness and originality.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL, and crossed and Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

4. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press are not eligible.

ADVANCE EXAMPLES FOR COMPETITION No. 638.

THE GOVERNMENT'S SEED—HIRE SCHEME—THE STRENGTH OF VOTING A LABOUR GOVERNMENT—WHERE THE PUB COMES IN—THE BETTER HALF—FUTURE A VAST EXPANSE—THE TIMES—CHANGE AND DECAY—HAIR OF STRAIT—LOOKING BACKWARD—GOING TO THE DOGS—OF BREEDING—NOT LIKELY—FUTURE STRAINS—OUR THE RADIO—TROUBLES—HOW WE'VE A BABY—IS IT SAFE?

SPECIAL REFRIGERATOR PRIZES.

Coupons for Nos. 49 and 50 respectively will be paid in the thousand over when the closing of the first three "Bullets" Prizes in competition No. 637 have previously been claimed.

The original cheque for 100 Guineas awarded to the First Prizewinner in "Bullets" No. 635 will be displayed in the window of Messrs. Brandt's Ltd., 20, Hanover Street, Hull.

Example _____ Closing Date, Thursday, Sept. 6.
Bullet _____
Example _____
Bullet _____
(637) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupon, send P.O. for 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, Sept. 6.
Bullet _____
Example _____
Bullet _____
(637) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s. 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, Sept. 6.
Bullet _____
Example _____
Bullet _____
(637) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 1s.
Signed _____
Address _____

Example _____ Closing Date, Thursday, Sept. 6.
Bullet _____
Example _____
Bullet _____
(637) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s.
Signed _____
Address _____

Use Two, Three or Four words. Entries on any other coupon will not be accepted.

If you wish to send in further "Bullets" you can write them on plain paper.

OBVIOUS SINCERITY

The multitude of 'ASPRO' testimony published from time to time stamps itself as genuine and sincere. The motive prompting the writers to send in such praiseworthy testimony is plainly the desire to help others by broadcasting their own living experience. We publish herewith a further assortment of letters of appreciation. Limitation of space forbids our publishing all the letters we receive. The following, however, should be ample demonstration that 'ASPRO' fulfils the claims made for it and will warrant a trial by sufferers.

REFLECTING LIFE And EXPERIENCE READ THESE

CALLS 'ASPRO' LIFE SAVERS

Chadwell Heath.

Dear Sirs,

For the last few years I have spent a small fortune in medicines and I have never had cause to write a testimonial about them.

But at last I feel it is my duty to write and let you know what a blessing 'ASPRO' has been to me. I have suffered for some time with T.B. (Tuberculosis) and no doubt you know that it is a disease that you have to fight, and I can truthfully say that sometimes I have been almost on the last lap, but 'ASPRO' has saved me. In fact I call them "Life Savers," because they have helped me to fight my complaint. I advise any sufferers the same as myself to give them a trial and I am sure they will never be without them and will find that they give that extra strength to keep up and fight the disease.

Yours faithfully,

S. W.

NOW WALKS AGAIN 'ASPRO' TO THE RESCUE

196 Blackburn Road,
Accrington, Lancs.
12.3.26.

Dear Sirs,—I am writing to tell you what 'ASPRO' has done for my mother. She has had rheumatism and neuritis for nine years. She could not get out of a chair without assistance and had to be wheeled out in a bath chair for eighteen months. Last July she bought a box of 'ASPRO.' Before she had taken them all she was walking about. People tell her she is a marvel. 'ASPRO' is a boon.

Yours sincerely,
(Signed) C. TAYLOR.

'ASPRO' ALWAYS IN HOME

1 Pasture Row, Eldon,
Bishop Auckland, Co. Durham.
June 5th, 1926.

Dear Sirs,

I have derived great benefit from 'ASPRO'. I had Rheumatics in my feet and walked about with great difficulty. I bought a box, gave them a fair trial, and feel that there is nothing better. I have tried many remedies but 'ASPRO' has been the most effective. I would not be without them now. They have also given me instant relief of a very severe headache. I think every woman ought to keep 'ASPRO' always in her home.

Wishing your firm every success.

I am, Yours faithfully,
(Signed) A. M. EDGERLEY.

HARD DRINKER HELPED

Bonnistoun, Glasgow.

Sir—Recently I was in a HOUSE BURNING and THE MAN WAS A VERY HARD DRINKER. I tried 'ASPRO' on him and it certainly was a splendid pick-me-up. It did him more good than anything he tried.

(Signed) J. B. (Nurse).

'ASPRO' IS THE GREATEST PROTECTIVE INFLUENCE AGAINST ILLNESS IN THE HOME EVER DISCOVERED

'ASPRO' consists of the purest Acetyl Salicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

Agents: GOLLIN & CO. PTY. LTD. ('Aspro' Dept.), SLOUGH, BUCKS. Phone: Slough 606

No proprietary right is claimed in the method of manufacture or the formula.

OBTAINABLE FROM CHEMISTS & STORES EVERYWHERE

(10 tablets extra.)

HOW TO GIVE 'ASPRO' TO THE KIDDIES

Two simple methods of giving 'ASPRO' to children are: (a) with a little milk: crush the tablet up and administer in a spoonful of jam. The dosage is: children 2 years, ½ tablet: 3 to 12 years, 1 tablet: 13 to 14 years, 1½ tablets: adults, as many after medical advice should not be given to children under 3 years of age without medical advice.

COULDN'T TAKE ASPIRIN—BUT 'ASPRO' SAVED HER

Premier Theatre, Briercliffe, Burnley.
17/1/26. Pavilion, Rawtenstall, Manchester.

Dear Sirs,

I am writing to tell you of the wonderful relief I have had from 'ASPRO'. After a serious operation I suffered for years with headaches and sickness. On a friend of mine the profession recommended me 'ASPRO'. They have entirely removed my trouble, and whenever I feel a slight touch of a headache or sickness I take an 'ASPRO' and get immediate relief. I have given lots away to my friends to try them, and they, like me, have found 'ASPRO' splendid. I always have them by me both at the theatre and home.

My main reason for writing this is to ask why, when you ask for 'ASPRO' at a Chemist's, he tries to sell you Aspirin instead. I politely informed him that I knew best, as they had given me wonderful relief. I DARE NOT TAKE ASPIRIN, as if I take a quarter of an they drug me, and nothing will induce me to take them.

'ASPRO' does me the world of good and I shall always stick to them so much so that I do not often have to take them now, but I always keep them by me for the benefit of others.

(Signed) ROSA CHARLES (Miss)
Lead Players Co.

'ASPRO' uses in every home.

1. It stops violent headaches in 5 to 10 minutes.
2. It brings sweet sleep to the sleepless.
3. It relieves rheumatism in one night.
4. It relieves children's growing pains.
5. It saves many a sound tooth by removing toothache.
6. It brings relief without causing sickness, indigestion or a craving.
7. It stops pain without harming the heart.
8. It soothes away irritability.
9. A hot lemon drink and two or three 'ASPRO' Tablets will smash up a Cold or 'Flu attack in one night.
10. It reduces temperature in 5 minutes.
11. It can be taken any time, in Tram, Train, at Home, at Business—anywhere—everywhere.
12. It is so safe a child can take it.
13. It is the greatest help for women every little while ever known.
14. It stops the ill after-effects of alcohol.

Printed and Published Weekly by the Proprietors, GEORGE NEWNES Ltd., Long Acre, London, W.C.2. England. Registered at the G.P.O. as a Newspaper. Post Free all over the World, 12s. per annum. Registered for transmission by Canadian Magazine Post. Agencies for the Continent: Gordon & Gotch, Ltd., Australasia & New Zealand. For South Africa: Central News Agency Ltd. Sole Agents for Canada: Imperial News Co., Ltd., 11, Bonsecours Buildings, Montreal, Winnipeg and Vancouver. For America: International News Co. 131, Varick Street, New York, U.S.A. Also on sale at W. H. Smith & Son's Bookstalls at 11, Harcourt-street, Dublin, and 248, Rue de Rivoli, Paris.